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CANADA

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Published  
in 1902  
Canadian  
Review

Published  
in 1902  
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in 1902  
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Review

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in 1902  
Canadian  
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# MARTIN-SARNOFF PAINTS

# SENOUR VARNISHES

Increase Your Business



# 100% PURE PAINT

MADE IN CANADA

100% Pure Paint

MARTIN-SARNOFF

100% PURE PAINT  
MONTREAL  
CANADA



WATERMILL  
BOND

WATERMILL  
BOND



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Who also Publish: *The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring and Motor Trade of Canada, Good Roads of Canada, The Machine Shop, The Canadian Nurse*

Vol. 7

TORONTO, JANUARY, 1915

No. 1

## MARTIN-SENOUR PAINTS AND VARNISHES

### Increased Business and More Profits

Always accompany a Martin-Senour Exclusive Agency.

Because our extensive advertising and sales campaign has carried this message of Martin-Senour superior quality to nearly every possible user in Canada and the *value* that is in every can ensures satisfied customers—Increased Business—More Profits.

# 100% PURE PAINT

MADE IN CANADA

## Let 1915 be a 100% Pure Year

Let us send our plan for your consideration

*The* **MARTIN-SENOUR** *Go.*

LIMITED  
PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG  
HALIFAX • LINCOLN • TORONTO







# Work on Cold Days

## Make Milk Cans

We Can Supply the Trimmings



From now till Spring, you will be busy finding work for the "boys." Line up all the milk men in your locality for milk cans. We supply the tinned sheets, the solder and all the parts. You supply the labor and so keep more money in your home town. Hundreds of tinsmiths work on milk cans during their spare time in the Winter. Why not you?

## Shipments Made Promptly

THE SHEET METAL PRODUCTS CO. OF CANADA  
MONTREAL TORONTO WINNIPEG LIMITED





# CANADIAN HARDWARE JOURNAL

## Second Annual Buyers' Directory

**T**HE most complete Buyers' Directory of articles of hardware sold by Canadian Hardwaremen is published on the following pages.

Every Canadian Manufacturer selling to the hardware trade was asked to send a complete list of his products for this Buyers' Directory, and while some neglected to reply, many additions have been made to the very complete Directory published last year.

The Buyers' Directory is an editorial service to readers of the Canadian Hardware Journal and articles of hardware "Made in Canada" are listed, whether the manufacturers advertise or not. The products of the most prominent United States manufacturers, who advertise to the Canadian trade, are also listed.

A dash before a manufacturer's name indicates that the manufacturer does not evidence confidence in his product by advertising it to Canadian Hardware Journal readers, or has failed to send a full list of articles made.

Readers who desire the names of manufacturers of any articles of hardware not listed in this Directory will be supplied the desired information, if possible, on enquiry of the Editor of Canadian Hardware Journal.

### ABRASIVE WHEELS

Taylor-Forbes Co., Guelph.

### ACCOUNT REGISTERS

~~Bank Register Co., Toronto.~~

~~Dominion Register Co., Toronto.~~

~~Beverly Register Co., Detroit.~~

### ACETYLENE LIGHTING SYSTEMS

~~Earl Construction Co., Athens.~~

### ADVERTISING SIGNS—Metal

McClary Mfg. Co., London.

~~Macdonald Mfg. Co., Toronto.~~

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

### ADZES

Allan Hills Edge Tool Co., Galt.

~~Mann Axe & Tool Co., St. Stephen, N.B.~~

### AGGREGATORS

Steel Trough & Machine Co., Tweed.

~~McClary Mfg. Co., London.~~

### AGRICULTURAL BOILERS

Galt Stove & Furnace Co., Galt.

~~Erie Iron Works, St. Thomas.~~

### AGRICULTURAL IMPLEMENTS

Welland Vale Mfg. Co., St. Catharines.

Maxwells, Limited, St. Mary's.

### AIR COCKS

~~Penberthy Injector Co., Windsor.~~

James Morrison Brass Mfg. Co., Toronto.

~~Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.~~

### ALABASTINE

Alabastine Co., Paris.

### ALARMS—Low Water

James Morrison Brass Mfg. Co., Toronto.

### ALUM

~~A. Ramsey & Son Co., Montreal.~~

~~Sanderson Peasey & Co., Toronto.~~

### ALUMINUM CASTINGS AND STAMPINGS

Northern Aluminum Co., Toronto.

~~Kinzinger, Bruce & Co., Niagara Falls.~~

### ALUMINUM

Ingot, Sheet, Rod, Wire

Northern Aluminum Co., Toronto.

~~British Aluminum Co., Toronto.~~

### ALUMINUM WARE

~~Hudson Bros., Toronto.~~

Northern Aluminum Co., Toronto.

~~Ware Mfg. Co., Oakville, Ont.~~

Sheet Metal Products Co., Toronto.

McClary Mfg. Co., London.

### AMMONIA

~~Stuart & Foster, Toronto.~~

### AMMONIA VALVES & GAUGES

James Morrison Brass Mfg. Co., Toronto.

### AMMUNITION

Dominion Cartridge Co., Montreal.

Remington U.M.C. Co., Windsor, Ont.

Ross Rifle Co., Quebec.

Kynoch, Ltd., Birmingham, Eng.

### ANTI-RUST ROPE

Marble Arms & Mfg. Co., Gladstone, Mich.

### ANVILS—All Kinds

Taylor-Forbes Co., Guelph.

~~Specialty Mfg. Co., Grimsby.~~

Henry Disston & Sons, Toronto.

E. C. Atkins & Co., Hamilton.

### ANGLE DIVIDERS

Stanley Rule & Level Co., New Britain, Conn.

### ARSENATE OF LEAD

Sherwin-Williams Co., Montreal.

Canada Paint Co., Montreal.

### ARTISTS' MATERIALS

~~A. H. H. & Son Co., Montreal.~~

### ASBESTOS FURNACE CEMENT

~~G. F. Sterne & Sons, Brantford.~~

### ASBESTOS STOVEPIPE THIMBLES

~~Collins Mfg. Co., Toronto.~~

~~Specialty Mfg. Co., Grimsby.~~

Sheet Metal Products Co., Toronto.

### ASH CANS

McFarlane-Douglas Co., Ottawa.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

J. Samuels, Toronto.

Fairgrieve Metal & Stamping Co., Toronto.

### ASH DUMPS

Enterprise Foundry Co., Sackville, N.B.

### ASH PIT DOORS

Enterprise Foundry Co., Sackville, N.B.

### ASH SIFTERS

Burrowes Mfg. Co., Toronto.

~~Collins Mfg. Co., Toronto.~~

Thomas Davidson Mfg. Co., Montreal.

~~Fairgrieve Metal & Stamping Co., Toronto.~~

~~Wm. Cope Sons Co., Newmarket.~~

J. Samuels, Toronto.

Soren Bros., Toronto.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

### ASPHALTUM

Lowe Bros., Ltd., Toronto.

~~Standard Paint & Varnish Co., Windsor.~~

~~Bird & Son, Hamilton.~~

G. F. Stephens & Co., Winnipeg.

Martin-Senour Co., Montreal.

### ASPHALT FELT

~~Walkerville Roofing Mfg. Co., Walkerville.~~

~~Bird & Son, Hamilton.~~

Canadian Supply & Contracting Co., Toronto.

### ASPHALT ROOFING

Brantford Roofing Co., Brantford.

~~Canadian Supply & Contracting Co., Toronto.~~

~~Walkerville Roofing Mfg. Co., Walkerville.~~

~~Bird & Son, Hamilton.~~

~~B. Ormsby Co., Toronto.~~

~~Canadian H. W. Johns-Manville Co., Toronto.~~

### ASPHALT ROOF COATING

~~Canadian Supply & Contracting Co., Toronto.~~

~~Bird & Son, Hamilton.~~

~~Turpentine Producers' Agency, Toronto.~~

### AUGERS—Post Hole

Taylor-Forbes Co., Guelph.

~~Canadian-Warren Axe & Tool Co., St. Catharines.~~

~~Erie Iron Works, Toronto.~~

Otterville Mfg. Co., Otterville.

### AUGER BITS

Peck, Stow & Wilcox Co., Southington, Conn.

~~Pratt & Whitney, Hamilton.~~

~~Smith & Hemenway, New York.~~

### AUTO SHEET METAL PARTS

~~Burrowes Mfg. Co., Toronto.~~

### AUTOMOBILE BUMPERS AND WINDSHIELDS

Kinzinger, Bruce & Co., Niagara Falls.

### AUTOMOBILE CREEPERS

~~Kuhne-Anderton Mfg. Co., Port Hope.~~

### AUTOMOBILE LAMPS

~~Chadwick Brass Co., Hamilton.~~

~~Canadian H. W. Johns-Manville Co., Toronto.~~

### AUTOMOBILE ACCESSORIES

Canadian Fairbanks-Morse Co., Montreal.

Kinzinger, Bruce & Co., Niagara Falls.

McKinnon Dash Co., St. Catharines.

~~Kuhne-Anderton Mfg. Co., Port Hope.~~

### AUTO CHAIRS and Skid

~~McKinnon Chair Co., St. Catharines.~~

### AWLS

Stanley Rule & Level Co., New Britain, Conn.

~~AWLS—Sewing~~

~~C. A. Myer Co., Chicago, Ill.~~

### AWNINGS

~~J. J. Turner & Son, Peterboro.~~

~~D. Pike & Sons, Toronto.~~

~~Guelph Awning Co., Guelph.~~

### AXES—Safety Pocket

Marble Arms & Mfg. Co., Gladstone, Mich.

Lachute Shuttle Co., Lachute Mills, Que.

### AXES

James Smart Mfg. Co., Brockville.

Welland Vale Mfg. Co., St. Catharines.

Lachute Shuttle Co., Lachute Mills, Que.

~~Blenkhorn & Sons, Canning, N.S.~~

~~Allan Hills Edge Tool Co., Galt.~~

~~Mann Axe & Tool Co., St. Stephen, N.B.~~

~~Canadian-Warren Axe & Tool Co., St. Catharines.~~

### AXE SHEATHS

Marble Arms & Mfg. Co., Gladstone, Mich.

Lachute Shuttle Co., Lachute Mills, Que.



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# Prosperity—1915

¶ Our New Year's wish to customers and readers of this Journal is that 1915 may be one of pronounced prosperity.

¶ It is our belief that a time of wonderful development is directly ahead of this country, and our message to friends in all parts is---  
***be prepared for the incoming tide.***  
Those who show an enterprising front ***now*** will be the first to reap the fruits of the rapidly advancing trade revival.

¶ We can help you to accomplish this object. Our large and varied stocks are open to you at prices that are ***right***, and your smallest orders will receive prompt and painstaking care. Our quality lines are well-known throughout Canada, and our 67 years' trading speaks eloquently for the sustained appreciation of our clients.

¶ We cordially invite your correspondence on any trade subject that is within our scope to help you.

## Rice Lewis & Son

Limited

Toronto

Ontario

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## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**AXE WEDGES**

Taylor-Forbes Co., Guelph.

**AXLES**A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.**AXLE GREASE**Taylor-Forbes Co., Guelph.  
Springer Lock Mfg. Co., Belleville.**AXLE PULLEYS**Canada Metal Co., Toronto.  
—Hoyt Metal Co., Toronto.  
—Alonzo W. Spooner, Ltd., Port Hope.Sheet Metal Products Co., Toronto.  
—Tallman Brass Mfg. Co., Hamilton.**BABBITT METAL**Canada Metal Co., Toronto.  
—Hoyt Metal Co., Toronto.  
—Alonzo W. Spooner, Ltd., Port Hope.**BABBITT METAL**Canada Metal Co., Toronto.  
—Hoyt Metal Co., Toronto.  
—Alonzo W. Spooner, Ltd., Port Hope.**BABBITT METAL**Canada Metal Co., Toronto.  
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—Alonzo W. Spooner, Ltd., Port Hope.**BABBITT METAL**Canada Metal Co., Toronto.  
—Hoyt Metal Co., Toronto.  
—Alonzo W. Spooner, Ltd., Port Hope.**BALLS**Baseballs, Footballs, Basketballs  
—A. J. Reach Co., Brantford.**BALL BATS**—St. Mary's Wood Specialty Co.,  
St. Mary's.**BAND SAW BANDS—Rubber**Gutta Percha & Rubber, Ltd., Toronto.  
Henry Disston & Sons, Toronto.  
E. C. Atkins & Co., Hamilton.**BANK AND OFFICE RAILINGS**—Dennis Wire & Iron Works Co.,  
London.**BAR BENDERS**Steel Bending & Brake Works,  
Canadian Co., Toronto.**BARRELS—Gasoline Storage**Winnipeg Ceiling & Roofing Co.,  
Winnipeg.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
—Erie Iron Works, St. Thomas.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
—Erie Iron Works, St. Thomas.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
—Erie Iron Works, St. Thomas.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
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—Erie Iron Works, St. Thomas.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
—Erie Iron Works, St. Thomas.**BARREL COVERS—Wood**Wm. Cane Sons Co., Newmarket.  
—Erie Iron Works, St. Thomas.**BATH AND LAVATORY SUPPLIES**James Morrison Brass Mfg. Co.,  
Toronto.  
Kinzing, Bruce & Co., Niagara  
Falls.  
—James Robertson Co., Toronto.  
Canada Metal Co., Toronto.  
—Amherst Foundry Co., Amherst,  
N. S.  
—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.  
Barton-Netting Co., Windsor.**BATHROOM FITTINGS**—Chadwick Brass Co., Hamilton.  
Gendron Mfg. Co., Toronto.  
Kinzing, Bruce & Co., Niagara  
Falls.  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.  
Landers, Frary & Clark, New  
Britain, Conn.  
—Canadian H. W. Johns-Manville  
Co., Toronto.**BAYONETS AND SCABBARDS**Ross & Co., Quebec.  
—Stanley Rule & Level Co., New  
Britain, Conn.**BEADERS**

—Ham &amp; Nott Co., Brantford.

**BEEKEEPERS' SUPPLIES**Sanderson Pearcey & Co., Toronto.  
**BELLS—Ship-gong Bells and Pells**  
James Morrison Brass Mfg. Co.,  
Toronto.**BELLS—Door**

Springer Lock Mfg. Co., Belleville.

**BELLS—Farm**

Taylor-Forbes Co., Guelph.

**BELTING—Cotton Duck**

Dominion Belting Co., Hamilton.

**BELTING—Rubber**Goodyear Tire & Rubber Co.,  
Toronto.  
Gutta Percha & Rubber Ltd., To-  
ronto.**BELTING—Leather**—J. L. Goodhue & Co., Danville,  
Que.  
—J. C. McLaren Co., Montreal.  
—Sadler & Haworth, Montreal.**BELT DRESSING**—Dominion Belting Co., Hamilton.  
—G. F. Sterne & Sons, Brantford.**BENZINE**

A. Ramsay &amp; Son Co., Montreal.

**BENCH SCREWS**

Taylor-Forbes Co., Guelph.

**BEVELS**Stanley Rule & Level Co., New  
Britain, Conn.  
Henry Disston & Sons, Toronto.**BICYCLES**—Iver Johnson's Arms & Cycle  
Works, Fitchburg, Mass.  
—Russell Motor Co., Toronto.**BICYCLE DELIVERY BASKETS**

—Andrews Wire Works, Watford.

**BINDER TWINE**—Independent Cordage Co., To-  
ronto.  
—Brantford Cordage Co., Brant-  
ford.**BIRD CAGES**Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.**BITS—Horse**McKinnon Dash Co., St. Cathar-  
ines.**BITS—Screw Driver**—Whitman & Barnes Mfg. Co., St.  
Catharines.  
—P. L. Robertson Mfg. Co., Mil-  
ton.**BIT BRACES**Stanley Rule & Level Co., New  
Britain, Conn.  
—E. C. Atkins & Co., Hamilton.**BIT HOLDERS—Extension**Stanley Rule & Level Co., New  
Britain, Conn.**BLACKBOARD SLATING**—G. F. Stephens & Co., Winnipeg.  
Martin-Senour Co., Montreal.**BLIND NAIL TOOLS**Stanley Rule & Level Co., New  
Britain, Conn.**BLOCKS—Chain Hoisting**Canadian Yale & Towne, Ltd., St.  
Catharines.  
—Alex. Gibb, Montreal.**BLOWERS**—Canadian Buffalo Forge Co., Ber-  
lin.

# The Black Prince Axe

The Lumberman's favorite, noted for its uniform quality, fine temper and durability. Made in both single and double bit patterns.

WE ARE MAKERS OF

Axes, Crowbars, Mattocks and Picks  
Forks, Hoes, Hooks and Rakes  
Hay Knives, Scythes and Saws

## The Welland Vale Manufacturing Co., Limited

ST. CATHARINES

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CANADA







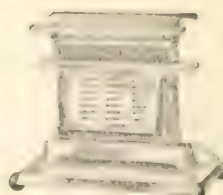
UNIVERSAL  
Electric Coffee Percolator



UNIVERSAL  
Electric Grill



UNIVERSAL  
Electric Coffee Urn



UNIVERSAL  
Electric Toaster



UNIVERSAL  
Electric Sad Iron



UNIVERSAL  
Coffee Urn



UNIVERSAL  
Butter Churn



UNIVERSAL  
Mayonnaise Mixer



UNIVERSAL  
Tea Ball Samovar



UNIVERSAL  
Coffee Percolator



UNIVERSAL  
Bread Maker



UNIVERSAL  
Tea Ball Tea Pot



UNIVERSAL  
Chafing Dish



UNIVERSAL  
Vacuum Bottle  
Nickel Plated



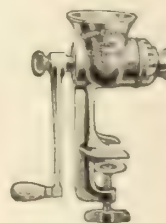
UNIVERSAL  
Food Jar  
Nickel Plated



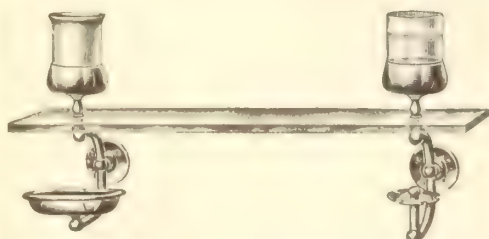
UNIVERSAL  
Vacuum Bottle  
Leather Covered



UNIVERSAL  
Cake Maker



UNIVERSAL  
Food Chopper



UNIVERSAL  
Bathroom Fixtures

# UNIVERSAL

## Home Needs

Household cooking and heating appliances for use with alcohol, electricity or on ordinary coal or gas ranges. Also a complete line of Bathroom Fixtures, Vacuum Specialties and Nickelware made by

**LANDERS, FRARY & CLARK**  
NEW BRITAIN Sold under this Trade Mark CONN., U.S.A.

UNIVERSAL



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**BLOW PIPES**

James Morrison Brass Mfg. Co., Toronto.  
—Canadian Buffalo Forge Co., Berlin.

**BLUESTONE**

Sanderson Pearcey & Co., Toronto.

**BOAT TRIMMINGS**

McKinnon Dash Co., St. Catharines.

**BOILERS—Kitchen Range**

Canada Metal Co., Toronto.  
—O. Norsworthy Co., St. Thomas.  
James Morrison Brass Mfg. Co., Toronto.

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**BOILERS AND RADIATORS**

Clare Bros. & Co., Preston.  
McClary Mfg. Co., London.  
Bowen, Jamieson, Ltd., Hamilton.  
Gurney Foundry Co., Toronto.  
—O. Norsworthy Co., St. Thomas.  
Hamilton Stove & Heater Co., Hamilton.

Pease Foundry Co., Toronto.  
Taylor-Forbes Co., Guelph.

**BOILER TUBE CLEANERS**

James Morrison Brass Mfg. Co., Toronto.

**BORAX**

A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**BOLTS—Door and Window**

Bommer Brothers, Brooklyn.  
Canadian Yale & Towne, Ltd., St. Catharines.  
—Northern Bolt & Screw Co., Owen Sound.

Stanley Works, New Britain, Conn.

**BOLTS**

Blank, Bridge, Carriage, Coach Screws, Deck, Eye, Fancy Head, Floor Hooks, Hanger Screws, Joint, Machine, Plow, Sink, Sleigh Shoe, Special, Spring, Stove, Stove Rods, Tire, Track, Whiffletree, etc.  
—Northern Bolt & Screw Co., Owen Sound.

Steel Co. of Canada, Ltd., Hamilton.  
Stanley Works, New Britain, Conn.

**BOLTS AND NUTS**

Steel Co. of Canada, Ltd., Hamilton.  
—Dominion Bolt Co., Toronto.  
—Northern Bolt & Screw Co., Owen Sound.  
—London Bolt & Hinge Works, London.

**BOOT SCRAPERS**

Taylor-Forbes Co., Guelph.  
Burrowes Mfg. Co., Toronto.

**BOWS AND RIMS**

Automobile, Buggy Express  
—McVitt & Co., Chatham.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain, Conn.

**BOX OPENERS**

Charles Morrill, New York.

**BRACES**

E. C. Atkins & Co., Indianapolis, Ind.  
Stanley Works, New Britain, Conn.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**BRACES—Push**

North Bros. Mfg. Co., Philadel-  
phia.

**BRACKETS—Flower, Lamp, Etc.**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain,  
Conn.  
—Andrews Wire Works, Watford.

**BRACKETS—Folding**

Stanley Works, New Britain,  
Conn.

**BRACKETS—Hand Rail**

Springer Lock Mfg. Co., Belleville.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BRASS AND COPPER**

Canada Metal Co., Toronto.  
M. & L. Samuel, Benjamin & Co.,  
Toronto.

**BRASS GOODS—Plumbers'**

Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.  
—Penberthy Injector Co., Wind-  
sor.  
Kinzing, Bruce & Co., Niagara  
Falls.  
—Dart Union Co., Toronto.  
—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.  
—T. McAvity & Sons, St. John,  
N.B.

**BRASS AND COPPERWARE**

—Chadwick Brass Co., Hamilton.

**BREAD BOXES**

See Tinware.

**BREAD MAKERS**

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**BREAD PLATES**

Wm. Cane Sons Co., Newmarket.

**BREAST DRILLS**

Stanley Rule & Level Co., New  
Britain, Conn.  
North Bros. Mfg. Co., Philadel-  
phia.

**BREWERS' SUPPLIES**

—Hamilton Brass Co., Hamilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BRICK & TILE BLOCK MA-  
CHINES.**  
Exeter Mfg. Co., Exeter.

**BRIGHT WIRE GOODS**

Steel Co. of Canada, Ltd., Hamil-  
ton.

**BROILERS—Charcoal and Gas**

Gurney Foundry Co., Toronto.  
Bowen, Jamieson, Ltd., Hamilton.

**BRONZING LIQUID**

Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Sherwin-Williams Co., Montreal.  
—Turpentine Producers' Agency,  
Toronto.  
—Canadian Bronze Co., Lachine,  
Que.  
Sanderson Pearcey & Co., Toronto.  
Canada Paint Co., Montreal.

**BRONZE POWDER**

Sanderson Pearcey & Co., Toronto.  
Northern Aluminum Co., Toronto.

**BROOMS**

—H. W. Nelson & Co., Toronto.  
Boeckh Bros. Co., Ltd., Toronto.  
—West, Taylor, Bickle Co., Nor-  
wich.  
—Walter Woods Co., Hamilton.  
—T. S. Simms & Co., St. John,  
N.B.

**BRUSHES**

Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.  
Canada Brush Co., St. John, N.B.  
—Stevens-Hepner, Pt. Elgin.  
—G. F. Stephens & Co., Winni-  
peg.  
Sanderson Pearcey & Co., Toronto.  
—T. S. Simms & Co., St. John,  
N.B.

**BUCKLES**

McKinnon Dash Co., St. Cathar-  
ines.  
Stanley Works, New Britain,  
Conn.

**BUG KILLERS**

Williams, Chemical Co., Russell.  
Sanderson Pearcey & Co., Toronto.

**BURLAPS**

—Scythes & Co., Toronto.  
Dominion Oilcloth Co., Montreal.

**BUSHINGS—Adjustable**

Armstrong Mfg. Co., Bridgeport,  
Conn.  
Canada Metal Co., Toronto.

**BUILDERS' HARDWARE**

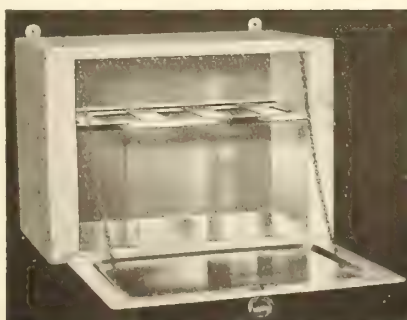
Stanley Works, New Britain  
Conn.  
Belleville Hardware & Lock Mfg.  
Co., Belleville.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
—Canada Steel Goods Co., Hamil-  
ton.  
Hamilton Stove & Heater Co.,  
Hamilton.  
—Allith Mfg. Co., Hamilton.  
—Montreal Hdw. Mfg. Co., Mont-  
real.  
—Peterboro Lock Mfg. Co., Peter-  
boro.  
National Hardware Co., Orillia.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Bommer Brothers, Brooklyn.  
Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne Co., St.  
Catharines.

## Davidson's Sterling Cake and Bread Cabinets

JAPANNED FRENCH GREY. A Beautiful and Durable Finish. The cabinets have drop doors supported by chains. Interior is bright tin with one shelf set at a proper height to give ample clearance to bottom of cabinet. Can be placed on a shelf or hung on the wall in the most convenient location to give easy accessibility without stooping or stretching.



Width 18½ Height 13½ Depth 11½ inches



INTERIOR VIEW  
Showing shelf in position



Width 15½ Height 12 Depth 10 inches

Prices on Application

The Thos. Davidson Manufacturing Company, Limited  
MONTREAL TORONTO WINNIPEG





## Make A New Sales Record For 1915

We Can Help You Do It  
We Can Make It Easy For You



All housekeepers appreciate the O-Cedar Mop because it does so much for them. Over a million now in use and every one giving satisfaction. Every user recommends the

# O-Cedar Mop

Polish

(Made in Canada)

to her neighbors. Our advertisements go into over half a million Canadian homes. Every woman has heard of the O-Cedar. All you have to do is to display them in your window or your store and your sales will multiply and your profits grow.



# O-Cedar

Polish

She needs it to renew her mop and for cleaning and polishing furniture and wood-work.

Every wide-a-wake merchant will see that he always has a big stock of O-Cedar Mops and O-Cedar Polish on hand.

No other line in your store will mean so much in sales or profits. Look over your stock to-day and see that it is complete.

Order From Your Jobber

**Channell Chemical Co.**  
Limited  
369 Sorauren Avenue : Toronto





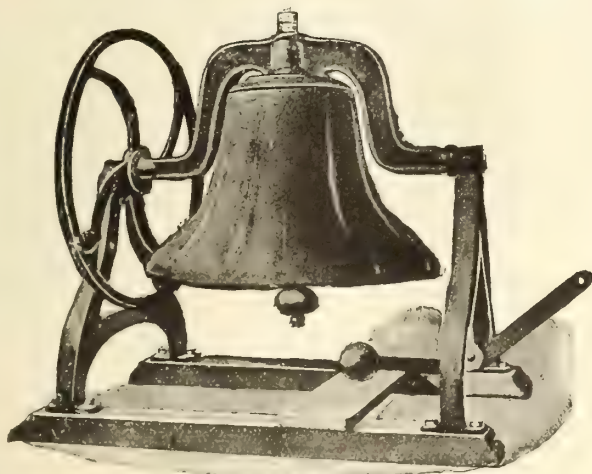
# "Made In Canada" BELLS

For Church, School, Fire  
Alarm and Farm Use

If you buy "Made In Canada" Bells  
they are made in Exeter, Ont., the home  
of Canada's Only Steel Bell Factory.

The superior quality of bell metal used in the Exeter  
bell gives them the volume and rich tone for which  
they are famous.

Made in sizes from 15" to 48" diameter



CHURCH BELL WITH TOLLING HAMMER

OUR COMPLETE LINE

## Hardware Specialties

Floor Scrapers	Floor Waxing Brushes
Wheelbarrows	Cast Iron Stone Boat Head
Bag Trucks	Cast Water Trough for Stock
Sugar Kettles	Stables
Soot Doors	Ornamental Cresting
Ventilator Grates	Pump Spouts and Fittings
Sash Weights	

## Concrete Machinery

Cement Block Machines	Molds for all classes
Cement Brick Machines	of Ornamental Work
Cement Tile Machines	Concrete Mixer,
	hand or gas power

## Road Machinery

The most complete line made in Canada  
Road Graders      Wheeled and Drag Scrapers  
Road Drags

Get in touch with us

**The Exeter Mfg. Co. Limited**  
Exeter, Ontario

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

Chicago Spring Butt Co., Chicago.  
Springer Lock Mfg. Co., Belleville.

### BUILDING PAPERS

—Walkerville Roofing Mfg. Co.,  
Walkerville.  
—Merrick-Anderson Co., Winni-  
peg.  
McFarlane-Douglas Co., Ottawa.  
—Canadian H. W. Johns-Manville  
Co., Toronto.  
—Bird & Son, Hamilton.

### BUMPERS FOR DOORS

Bommer Brothers, Brooklyn.  
Taylor-Forbes Co., Guelph.

### BURRS—Soft Steel

Stanley Works, New Britain,  
Conn.  
—P. L. Robertson Mfg. Co., Mil-  
ton.

### BURNERS

Ontario Lantern & Lamp Co.,  
Hamilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

### BURNEE CLEANERS

James Morrison Brass Mfg. Co.,  
Toronto.

### BUTCHER KNIVES

Arch McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

### BUTTER WORKERS

Maxwell, Ltd., St. Mary's.  
Taylor-Forbes Co., Guelph.

### BUTTS—Spring

Stanley Works, New Britain,  
Conn.  
Bommer Brothers, Brooklyn.  
Taylor-Forbes Co., Guelph.  
Chicago Spring Butt Co., Chicago.

### BUTTS—Bright Steel, Etc.

—Canada Steel Goods Co., Hamil-  
ton.  
Stanley Works, New Britain,  
Conn.  
Chicago Spring Butt Co., Chicago.  
BUTTS—Riveted and Loose Pin  
Cowan & Britton, Ltd., Gananoque.  
Stanley Works, New Britain,  
Conn.  
—Canada Steel Goods Co., Ham-  
ilton.

### CABINET HARDWARE

Springer Lock Mfg. Co., Belleville.  
Stanley Works, New Britain,  
Conn.

### CABINET SCRAPERS

Henry Disston & Sons, Toronto.  
CABLE—Copper, Galvanized  
Steel Co. of Canada, Ltd., Hamil-  
ton.

### CAMP STOOLS AND CHAIRS

Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Cathar-  
ines.  
Otterville Mfg. Co., Otterville.

### CAMP STOVES

Thos. Davidson Mfg. Co., Mont-  
real.  
—Adam Hall & Sons, Peterboro.  
Jas. Stewart Mfg. Co., Woodstock.  
—Andrews Wire Works, Watford.  
—Copp Stove Co., Ft. William.  
—Sheet Metal Products Co., Toron-  
to.  
McClary Mfg. Co., London.

### CAMP FURNITURE

Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.

### CANS—Milk

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.  
Thos. Davidson Mfg. Co., Mont-  
real.

### CANADA PLATES

M. & L. Samuel, Benjamin & Co.,  
Toronto.  
—A. B. Ormsby Co., Toronto.  
—A. C. Leslie & Co., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

### CANT HOOKS, TAMPING BARS, PEAVEYS, ETC.

Lachute Shuttle Co., Lachute Mills,  
Que.  
—Thos. Pink Mfg. Co., Pembroke.  
—Argall Bros., Three Rivers, Que.  
—Canadian-Warren Axe & Tool  
Co., St. Catharines.  
Allan Hills Edge Tool Co., Galt.

### CARBON LAMPS

Canadian Southern Lamp Co., To-  
ronto.  
Canadian Tungsten Lamp Co.,  
Hamilton.  
Northern Electric Co., Montreal.

### CAR MOVERS

E. C. Atkins & Co., Hamilton.

### CARD HOLDERS

Taylor-Forbes Co., Guelph.

### CARD AND LETTER RACK

—Andrews Wire Works, Watford.

### CARPENTERS' PENCILS

A. Ramsay & Son Co., Montreal.

### CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

### CARRIAGE FORGINGS

Steel Co. of Canada, Ltd., Hamil-  
ton.

McKinnon Dash Co., St. Cathar-  
ines.

### CARRIAGE HARDWARE

McKinnon Dash Co., St. Cathar-  
ines.

### CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chi-  
cago.

### CARTRIDGES

Remington U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.

### CARPET AND RUG BEATERS

—Andrews Wire Works, Watford.

### CARVING TABLES

Gurney Foundry Co., Toronto.

### CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd., St.  
Catharines.

—Thos. W. Kirby, Toronto.

Springer Lock Mfg. Co., Belleville.

### CASH REGISTERS

—National Cash Register Co., To-  
ronto.

### CASTINGS—Brass, Iron, Glass

National Hardware Co., Orillia.

—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.

Jas. Stewart Mfg. Co., Woodstock.

Specialty Mfg. Co., Grimsby.

—Canadian Buffalo Forge Co., Ber-  
lin.

Hamilton Stove & Heater Co.,  
Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

McKinnon Dash Co., St. Cathar-  
ines.

Springer Lock Mfg. Co., Belleville.

Onward Mfg. Co., Berlin.

Canada Metal Co., Toronto.

—C. Norsworthy Co., St. Thomas.

### CASTERS—Trucks, Furniture

—Universal Caster & Foundry Co.,  
New York.

### CASTERS—Stove and Range

Chicago Hardware Foundry Com-  
pany, Chicago, Ill.

Moffat Stove Co., Weston.

### CATCHES—Door, Window, Etc.

Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain,  
Conn.

### CATTLE LEADERS

Taylor-Forbes Co., Guelph.

### CAUSTIC SODA

—E. W. Gillett Co., Toronto.

### CEILINGS—Metal

See Metal Ceilings.

### CELLAR DRAINERS—Automatic

—Penberthy Injector Co., Wind-  
sor.

### CEMENT—Portland

—Canada Cement Co., Montreal.

—Alfred Rogers, Ltd., Toronto.

### CENTERS—Sash and Transom

Canadian Yale & Towne, Ltd., St.  
Catharines.

### CENTRE PUNCHES

Stanley Rule & Level Co., New  
Britain, Conn.

### CHAIN

Anti-skid, Coil, Cow Tie, Ham-  
mock, Logging and Rafting,  
Boom, Breast, Machine, Halter,  
Loading, Trace, Tie-out.

McKinnon Chain Co., St. Cathar-  
ines.

### CHAIN BOLTS

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain,  
Conn.

### CHAIN—Pitch

—Canadian Yale & Towne, Ltd.,  
St. Catharines.

### CHAIN—Steel

—Alexander Gibb, Montreal.

—Canada Chain Co., Sarnia.

Steel Co. of Canada, Ltd., Ham-  
ilton.

B. Greening Wire Co., Hamilton.

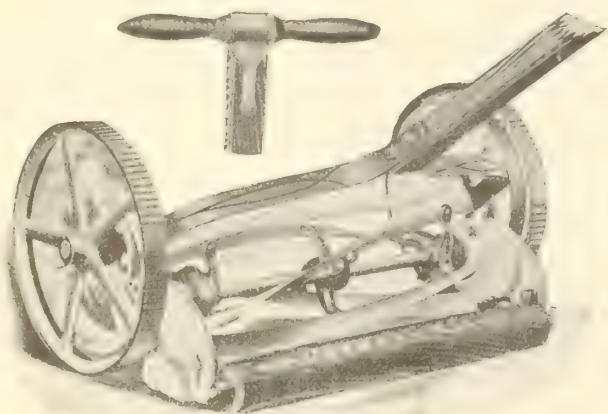
McKinnon Chain Co., St. Cathar-  
ines.



# Recruit Your Spring Stock From Canadian Made Lawn Mowers

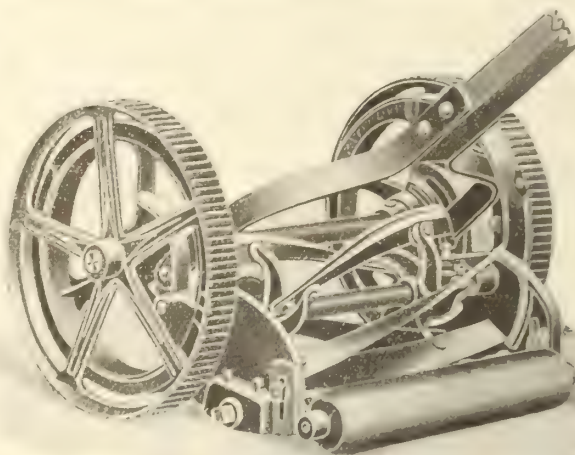
## Taylor-Forbes

Prices are lower than those of imported makes.  
Quality is better than that of imported makes.  
Then why import Lawn Mowers?



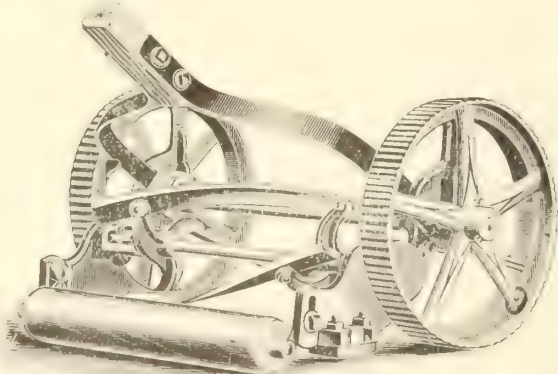
### "Empress" Lawn Mower

Open four and five-knife cylinder. 10½ inch wheels. Special tool steel knives, oil-tempered. Case-hardened adjustable bearings. Case-hardened ball-bearings and balls. Specially prepared polished steel shafts. Cheeks easily detached. Made with grass-box attachment.



### "Woodyatt" Lawn Mower

Open four and five-knife cylinder. Tool steel knives, oil-tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high-grade mower in the world.



### "Star" Lawn Mower

Cast steel knives, oil-tempered. Adjustable half-box bearings on cylinder shaft. Adjustable bottom knife. Wood rollers of hard Maple. Three and four-knife cylinder, 9 inch wheels. Same high-grade steel used in this mower as in the Woodyatt.

***Our Guarantee protects you  
and protects your customers***

**We give the following guarantee  
with every T-F Lawn Mower.**

If for any reason, at any time within one year from date of purchase, the Taylor-Forbes purchaser is not completely satisfied, we insist on giving him a new machine or refunding his money.

*If you cannot purchase our goods from your  
jobber, write us direct and we will supply.*

## Taylor-Forbes Co., Limited

Head Office and Works :  
GUELPH, ONTARIO

Taylor-Forbes Co. 246 Craig St. W Montreal  
H. G. Rogers, 147 Prince William Street,  
St. John, N B  
Canadian United Mfrs. Agency, London, Eng.

Taylor-Forbes Co., Ltd., 1070 Homer St.  
Vancouver.  
H. F. Moulden & Son, Travelers' Building  
Winnipeg.

Canadian Made for Canadian Trade



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**CHAIN—Brass and Copper**  
James Morrison Brass Mfg. Co., Toronto.

**CHAIN BLOCKS**  
—Herbert Morris Crane & Hoist Co., Toronto.

**CHAIN HOOKS**  
—Canadian-Warren Axe & Tool Co., St. Catharines.  
McKinnon Chain Co., St. Catharines.

**CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.  
—J. E. Beauchamp & Co., Montreal.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**CHAMOIS SKINS**  
A. Ramsay & Son Co., Montreal.  
—Stewart & Wood, Toronto.  
Sanderson Percy & Co., Toronto.

**CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.

**CHINA DISPLAY RACKS**  
—Andrews Wire Works, Watford.

**CHISELS—Track, hot, cold**  
—Whitman & Barnes Mfg. Co., St. Catharines.

Allan Hills Edge Tool Co., Galt.

**CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.

**CHRISTMAS TREE HOLDERS**  
North Bros. Mfg. Co., Philadelphia.

Specialty Mfg. Co., Grimsby.

**CHURCH BRASS WORK**  
—Dennis Wire & Iron Works Co., London.

**CHURNS—Barrel or Revolving**  
Beatty Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
—Eureka Planter Co., Woodstock.  
Cummer-Dowswell Co., Hamilton.  
Maxwells, Limited, St. Mary's.

**CHURCH WINDOWS**  
Hobbs Mfg. Co., Toronto.

**CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co., Hamilton.  
Henry Disston & Sons, Toronto.  
Smith & Hemenway, New York.

**CREATS—Line**  
Taylor-Forbes Co., Guelph.

**CLIMBING IRONS**  
—Canadian-Warren Axe & Tool Co., St. Catharines.

**CLEAVISES**  
McKinnon Dash Co., St. Catharines.

**CLOCKS**  
Western Clock Mfg. Co., La Salle, Ill.

**CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

—Cummer-Dowswell, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

**CLOTHES LINE PULLEYS**  
Canada Steel Goods Co., Hamilton.

—Pollock Mfg. Co., Berlin.  
Taylor-Forbes Co., Guelph.

**CLOTHES LOCKERS—Metal**  
—Dennis Wire & Iron Works Co., London.

**CLOTHES MANGLES**  
Cummer-Dowswell Ltd., Hamilton.  
Maxwells, Ltd., St. Mary's.

**CLOTHES BARS AND RACK**  
—McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.  
Wm. Cane Sons Co., Newmarket.  
Stratford Mfg. Co., Stratford.

**CLOTHES LINE PROPS**  
—McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.  
**CLOTHES DINE WIRE**  
Steel Co. of Canada, Ltd., Hamilton.

**CLOTHES REELS**  
Taylor-Forbes Co., Guelph.  
—Canadian Gate Co., Guelph.

## CLOTHES PINS

Wm. Cane Sons Co., Newmarket.

## COAL CHUTES

Clare Bros., Preston.  
—C. Norsworthy Co., St. Thomas.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co., Tweed.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
—A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Preston.  
—Erie Iron Works, St. Thomas.  
—Copp Stove Co., Ft. William.

## COAL HODS

**COAL SCREENS**  
Canada Wire & Iron Goods Co., Hamilton.

—Erie Iron Works, St. Thomas.

**COAT AND PANT HANGERS**  
—Andrews Wire Works, Watford.  
—J. E. Beauchamp & Co., Montreal.

**COAL AND GAS RANGES**  
See Ranges.

**COBBLER SETS AND FITTINGS**  
Taylor-Forbes Co., Guelph.

**COILS—Iron and Brass**  
James Morrison Brass Mfg. Co., Toronto.

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

## COILS

Iron, Brass and Copper Pipe  
James Morrison Brass Mfg. Co., Toronto.

**COIL WASHERS**  
G. L. Griffith & Son, Stratford.

**COLORS IN PASTE**  
See Paste Colors.

**COLORS IN OIL, JAPAN, DIS-**

**TEMPER.**  
Lowe Bros., Ltd., Toronto.

—Standard Paint & Varnish Co., Ltd., Windsor.

—G. F. Stephens & Co., Winnipeg.  
Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Brandram-Henderson, Ltd., Montreal.  
Canada Paint Co., Montreal.

—British America Paint Co., Victoria.

## COMPRESSION WORK—Plumbers

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

**COMPASSES—Pocket**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**CONCRETE CARTS**  
Meaford Wheelbarrow Co., Meaford.

**CONCRETE AND CEMENT PAINT**

Lowe Bros., Ltd., Toronto.  
—Standard Paint & Varnish Co., Ltd., Windsor.

—G. F. Stephens & Co., Winnipeg.  
Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

**CONCRETE TAMPERS**  
—Canadian-Warren Axe & Tool Co., St. Catharines.

**CONCRETE REINFORCING**  
B. Greening Wire Co., Hamilton.

Andrews Wire Works, Watford.  
Metal Shingle & Siding Co., Preston.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Woodstock.

**CONDUCTOR PIPE**  
See Eavetrough.

**CONDUCTOR PIPE HOOKS**  
McKinnon Dash Co., St. Catharines.

**CONSERVATORIES AND GREEN-**

**HOUSES—Metal**  
—A. B. Ormsby Co., Toronto.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.

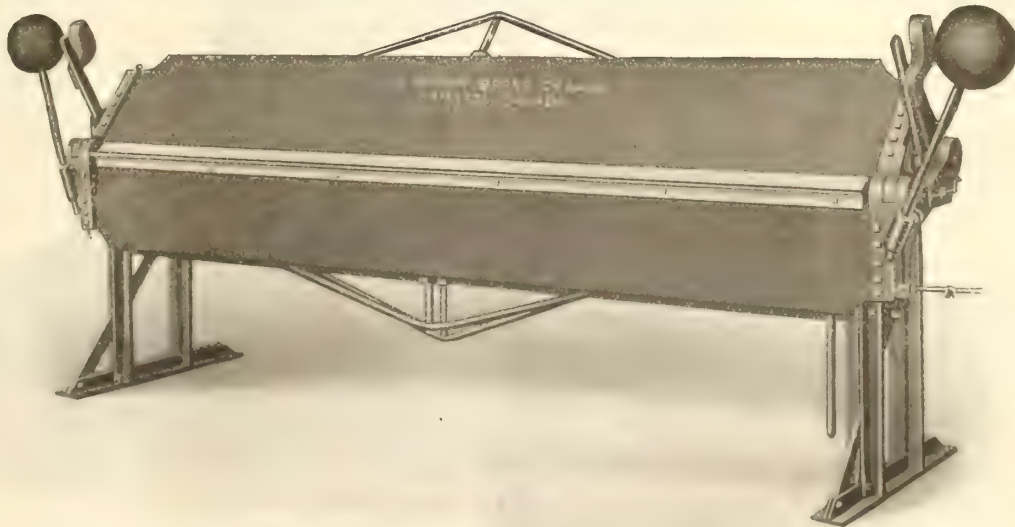
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.  
—Chadwick Brass Co., Hamilton.

**COPPER—Transmission Line**  
Steel Co. of Canada, Hamilton.

Sheet Metal Products Co., Toronto.

## Don't Purchase a Brake Until You Write Us Regarding Our NEW STEEL BENDING BRAKE



*It is Cheap, Efficient and Durable*

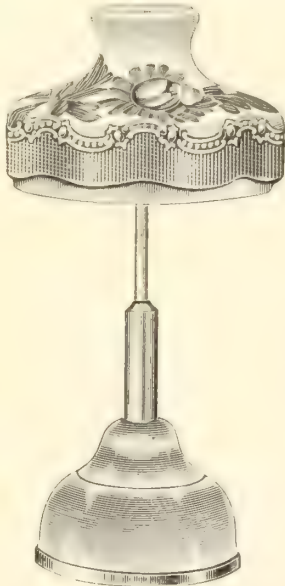
*It is made right here in your own country*

EVERYTHING FOR THE TINSMITH AND SHEET METAL WORKER

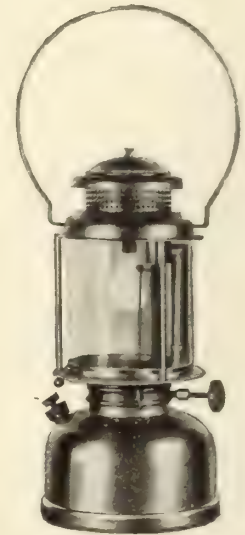
**The Brown, Boggs Co., Limited - Hamilton, Canada**



# THE LAST WORD IN GASOLINE LIGHT PERFECTION



WILL GIVE  
A  
250 CANDLE  
POWER LIGHT  
AT AN APPROXIMATE  
COST OF  
 $1\frac{1}{2}$ c. PER HOUR



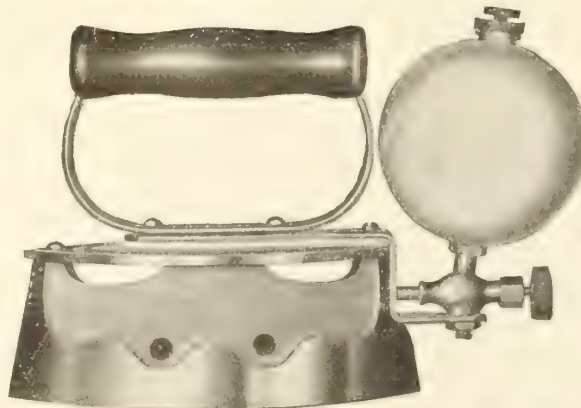
## No. 10. PORTABLE GASOLINE READING LAMP

is an exceptionally beautiful lamp; neat in style, convenient in size; perfectly constructed; handsomely nickel plated with a four color hand decorated china shade; stands 22 inches high; 8 inches in diameter at the base; quick removable generator; 2 high grade mantles; adjustable light; low pressure operation, all working parts concealed but instantly accessible; fount holds one quart of gasoline and will burn about 14 hours on one filling.

## THE "STORM KING" GASOLINE LANTERN

is an efficient, safe and reliable light; absolutely storm proof and will burn anywhere in any position; very simple in construction and operation; easy to light and extinguish; equipped with automatic tip cleaner which prevents clogging; stands 15 inches high; 6 inches in diameter at base; mica chimney; nickel plated fount; polished frame and top; will hold one quart of gasoline and burns about 15 hours on one filling.

*Simple, Safe  
Convenient  
Economical  
Efficient  
Reliable  
Durable*



*No Dirt  
No Danger  
Cheaper than  
coal oil  
More efficient  
than electricity*

## THE "COMFORT" TWO POINT GASOLINE IRON

This latest invention in gasoline irons is thoroughly reliable; quick lighting; quick removable self-cleaning generator; positive shut-off against pressure; perfect regulation; gas tip cannot become enlarged; all parts quickly accessible; takes less alcohol to light it than any other gasoline iron on the market; protected handle; fount holds one-half pint of gasoline and will operate the iron from 3 to 4½ hours with one filling; nickel plated ebony handle; 7 inches long; 3½ inches wide; 6½ inches high. Easily adjusted. Always to be trusted.

# H. S. HOWLAND, SONS & CO.

LIMITED

WHOLESALE HARDWARE

WE SHIP PROMPTLY

TORONTO

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



**CANADIAN HARDWARE BUYERS' DIRECTORY**

(Continued from preceding page.)

**COPPER CABLE**  
—Empire Lightning Rod Co., Winnipeg.

**COPPERAS**  
—Sanderson Peasey & Co., Toronto.  
—Stanley Works, New Britain, Conn.

**CORDAGE AND TWINE**  
—Seythes & Co., Toronto.  
—Brantford Cordage Co., Brantford.  
—Consumers Cordage Co., Montreal.  
—Independent Cordage Co., Toronto.

**CORR CARPET**  
—Dominion Oilcloth Co., Montreal.

**CORNER IRONS**  
—Chicago Hardware Foundry Company, Chicago, Ill.  
—Stanley Works, New Britain, Conn.

**CORNICES**  
See Ceilings—metal.

**CORNICE BRAKES**  
—Steel Bending Brake Works, Chatham.  
—Brown, Boggs Co., Hamilton.

**CORRUGATED FASTENERS**  
—Steel Co. of Canada, Ltd., Hamilton.  
—A. B. Ormsby Co., Toronto.  
—Metal Shingle & Siding Co., Preston.  
—Metallic Roofing Co., Toronto.  
—Pedlar People, Oshawa.  
—Stanley Works, New Britain, Conn.

**CORRUGATED IRON**  
See Galvanized Iron.

**COTTER PINS**  
—Steel Co. of Canada, Ltd., Hamilton.

**COTTON DUCK AND WASTE**  
—Seythes & Co., Toronto.

**COUNTERS**  
—Walker Bin & Store Fixture Co., Berlin.

**COUNTERS—Revolution**  
—James Morrison Brass Mfg. Co., Toronto.

**COUNTER CHECK BOOKS**  
—Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
—Lufkin Rule Co., Windsor.  
—Taylor-Forbes Co., Guelph.

**CORUNTHUM WHEELS**  
—Henry Disston & Sons, Toronto.  
—Pike Mfg. Co., Pike, N.H.  
—E. C. Adams & Co., Hamilton.

**COW BASE**  
—Carpenter, Morton Co., Boston, Mass.

**COW TIES AND CHAINS**  
—B. Greening Wire Mfg. Co., Hamilton.  
—Alexander Gibb, Montreal.  
—McKinnon Chain Co., St. Catharines.

**CRABS—HOISTING**  
—Canadian Yale & Towne, Ltd., St. Catharines.

**CRANES**  
—Canadian Yale & Towne, Ltd., St. Catharines.  
—Herbert Morris Crane & Hoist Co., Toronto.

**CRAYONS**  
—A. Ramsay & Son Co., Montreal.  
**CRIMPED AND BEADED SHEET METAL**  
—Metal Shingle & Siding Co., Preston.  
—Winnipeg Ceiling & Roofing Co., Winnipeg.

**CROKINOLE BOARDS**  
—Canadian Buffalo Sled Co., Preston.

**CROSS-ARM BRACES**  
—Steel Co. of Canada, Ltd., Hamilton.

**CROWBARS**  
—Welland Vale Mfg. Co., St. Catharines.  
—Canadian-Warren Axe & Tool Co., St. Catharines.

**CULVERTS—Corrugated Metal**  
—Winnipeg Ceiling & Roofing Co., Winnipeg.  
—The Pedlar People, Oshawa.

**CURRY COMBS**  
—Steel Equipment Co., Pembroke, Ont.  
—E. T. Wright Co., Ltd., Hamilton.  
—Burrow, Stewart & Milne, Hamilton.

**CURTAIN STRETCHERS**  
—Otterville Mfg. Co., Otterville.  
—McFarlane Ladder Works, Toronto.

**CUTLERY**  
—Canadian Rogers Co., Ltd., Toronto.  
—Sanderson Peasey & Co., Toronto.  
—F. W. Lamplough & Co., Montreal.  
—McGlashan, Clarke Co., Niagara Falls.  
—Ontario Silver Co., Niagara Falls.  
—Standard Silver Co., Toronto.  
—Meridan Britannia Co., Hamilton.  
—Oneida Community Co., Niagara Falls, Ont.  
—George Wostenholm & Sons, Sheffield, Eng.  
—Geneva Cutlery Co., Geneva, N.Y.  
—Arch. McFarlane, Montreal.  
—Landers, Pray & Clark, New Britain, Conn.

**CUT SOLES**  
—Beardmore & Co., Toronto.

**CYLINDER COCKS**  
—Penberthy Injector Co., Windsor.  
—James Morrison Brass Mfg. Co., Toronto.  
—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

**DAIRY SUPPLIES**  
—James Morrison Brass Mfg. Co., Toronto.  
—Sheet Metal Products Co., Toronto.

**DAMPERS**  
—Gurney Foundry Co., Toronto.  
—McClary Mfg. Co., London.  
—James Smart Mfg. Co., Brockville.  
—Taylor-Forbes Co., Guelph.  
—Barton-Netting Co., Windsor.  
—Enterprise Foundry Co., Sackville, N.B.  
—Eureka Damper Co., Montreal.

**DAMPER REGULATORS**  
—James Morrison Brass Mfg. Co., Toronto.  
—Otterville Mfg. Co., Otterville.

**DEEP WELL POWER HEADS**  
—Dayton Pump & Mfg. Co., Dayton, Ohio.

**DIGGING BARS AND TOOLS**  
—Canadian-Warren Axe & Tool Co., St. Catharines.  
—Erie Iron Works, St. Thomas.

**DISINFECTANTS**  
—Williams Chemical Co., Russell.  
—Zenner Disinfectant Co., Windsor.

**DISPLAY RACKS**  
—Fairgrip Metal & Stamping Co., Toronto.

**DISPLAY STANDS**  
—Bellar Tank & Tower Co., Montreal.

**DISPLAY AND WALL CASES**  
—Walker Bin & Store Fixture Co., Berlin.  
—Cameron & Campbell, Toronto.

**DISHWASHERS**  
—Gurney Foundry Co., Toronto.  
—McClary Mfg. Co., London.

**DIES—Pipe, Bolt**  
—Armstrong Mfg. Co., Bridgeport, Conn.  
—Wells Bros. of Canada, Galt.

**DOOR CHECKS AND STOPS**  
—Canadian Yale & Towne, Ltd., St. Catharines.  
—Chicago Spring Butt Co., Chicago.  
—Keating Brass Works, Toronto.  
—Taylor-Forbes Co., Guelph.

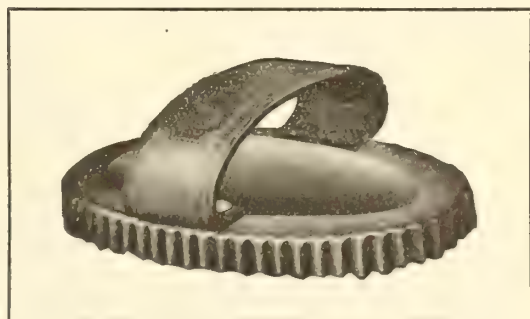
**DOOR HANGEES—Parlor**  
—Canada Steel Goods Co., Hamilton.  
—Taylor-Forbes Co., Guelph.  
—Richards-Wilcox Canadian Co., London.  
—Allith Mfg. Co., Hamilton.

**DOOR BUTTONS**  
—Canadian Yale & Towne, Ltd., St. Catharines.  
—Taylor-Forbes Co., Guelph.

**DOOR PULLS, BOLTS, LOCKS, KNOBS, ETC.**  
See Builders' Hardware.

# The "Eclipse" Curry Comb

Handy to Use — Easy to Clean



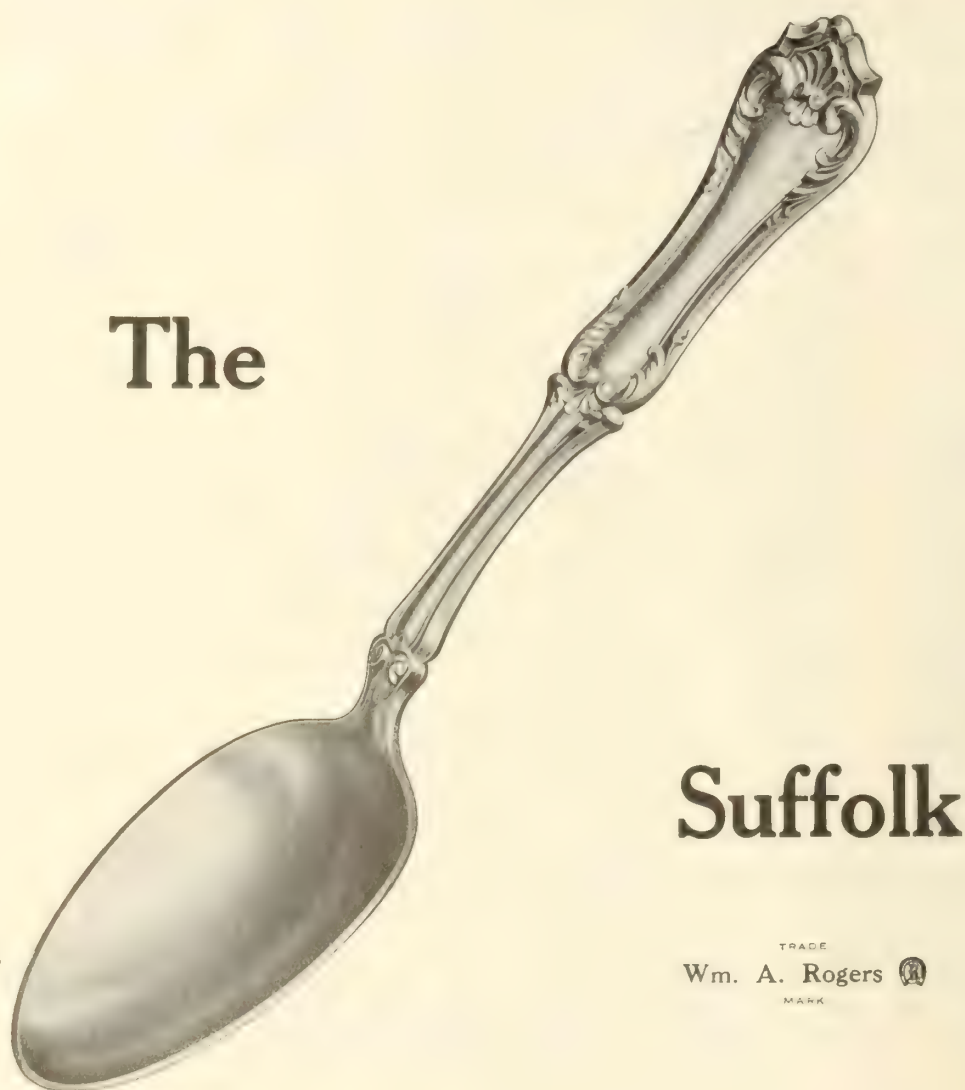
## The Steel Equipment Co., Ltd.

304 Union Bank Bldg.

OTTAWA.

Factory—PEMBROKE, ONT.





TRADE  
Wm. A. Rogers   
MARK

THE "Suffolk" is one of our newest fancy patterns in the Horseshoe Line. It is exceptionally pleasing in design and will be a big seller this year. Write for prices. Liberal discounts to the Hardware trade. Through your Jobber or direct. Ask our Salesmen.

**Canadian Wm. A. Rogers Limited**

570 King Street West, Toronto

VANCOUVER—Fairfield Bldg.

WINNIPEG Hammond Bldg.



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CANADA

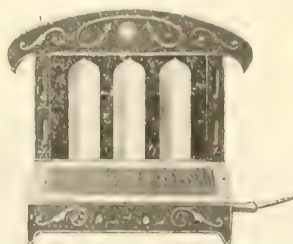
TRADE MARK  
Registered

## "Canadian Beauty" Electric Heating Appliances

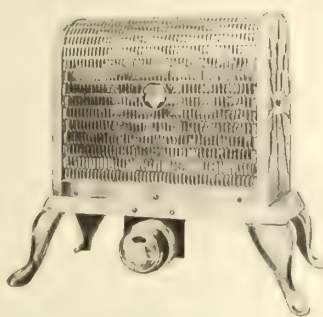
are a safe, and money making line for the **Hardware Man** to handle. Get in the lead, handle this Canadian Brand and have satisfied customers.



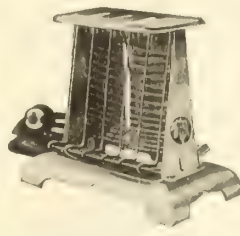
"Canadian Beauty"  
ELECTRIC COFFEE  
PERCOLATOR



"Canadian Beauty"  
ELECTRIC LUMINOUS  
RADIATOR and FOOT WARMER



"Canadian Beauty"  
ELECTRIC HEATER  
3 HEAT



"Canadian Beauty"  
UPRIGHT ELECTRIC  
TOASTER



"Canadian Beauty"  
2 PLATE ELECTRIC  
STOVE



"Canadian Beauty"  
ELECTRIC TOASTER  
GRILL



"Canadian Beauty"  
ELECTRIC TAILORS' IRON



"Canadian Beauty"  
ELECTRIC IRON

Mark this page as your reference when purchasing Electric Heating Appliances. If you haven't a copy of our New Catalogue, write for one and let us quote you prices.

**Renfrew Electric Mfg. Company**  
Limited  
**Renfrew Ontario Canada**

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**DOOR MATS—Cocoa Fibre**  
—Cobourg Mat Co., Cobourg.  
—D. McKinnon Co., Peterboro.  
Meakins & Sons, Hamilton.

**DOOR MATS—Rubber**  
Gutta Percha & Rubber Ltd., Toronto.

—Goodyear Rubber Co., Bowmanville.

—Canadian Rubber Co., Montreal.

**DOOR MATS—Rope**  
Meakins & Sons, Hamilton.

**DOOR MATS—Wire**

Kuhne & Anderton, Port Hope.

—Canada Steel Goods Co., Hamilton.

Barton-Netting Co., Windsor.

—Andrews Wire Works, Watford.

—Ideal Mat Co., Windsor.

**DOORS AND WINDOWS—Steel**

McFarlane-Douglas Co., Ottawa.

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**DRAW KNIVES**

Allan Hills Edge Tool Co., Galt.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

**DREDGE SLEEVES—Rubber**

Gutta Percha & Rubber, Ltd., Toronto.

**DRINKING CUPS AND FOUNTAINS**

James Morrison Brass Mfg. Co., Toronto.

Sheet Metal Products Co., Toronto.

**DRILLS—Automatic, Push, Chain**  
North Bros. Mfg. Co., Philadelphia.

**DRILLS—Hand and Power**

—Canadian Buffalo Forge Co., Berlin.

North Bros. Mfg. Co., Philadelphia.

**DRILLS—Bit Stock, Etc.**

—Neverslip Mfg. Co., Montreal.

—Whitman & Barnes Mfg. Co., St. Catharines.

—Wilt Twist Drill Co., Walkerville.

**DRILLS—Breast and Bench**

North Bros. Mfg. Co., Philadelphia.

E. C. Atkins & Co., Hamilton.

**DRY COLORS**

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

—G. F. Stephens & Co., Winnipeg.

Brandram-Henderson, Ltd., Montreal.

—Standard Paint & Varnish Co., Windsor.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**DRIVE WELL POINTS**

Otterville Mfg. Co., Otterville.

**DRY KILN COILS**

James Morrison Brass Mfg. Co., Toronto.

**DUSTLESS DUSTERS**

Tarbox Bros., Toronto.

**EAVETROUGH AND CONDUCTOR PIPE**

Metal Shingle & Siding Co., Preston.

Thos. Davidson Mfg. Co., Montreal.

McFarlane-Douglas Co., Ltd., Ottawa.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

—A. B. Ormsby Co., Toronto.

Metallic Roofing Co., Toronto.

A. Welch & Son, Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

E. T. Wright Co., Ltd., Hamilton.

—Wheeler & Bain, Toronto.

**EDGE TOOLS**

Allan Hills Edge Tool Co., Galt.

James Smart Mfg. Co., Brockville.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

—Mann Axe & Tool Co., St. Catharines.

Welland Vale Mfg. Co., St. Catharines.

**EGG ORATES**

—Walter Woods & Co., Hamilton.

Wm. Cane Sons Co., Newmarket.

Cummer-Dowdell, Ltd., Hamilton.

**EGG BEATERS**

—Andrews Wire Works, Watford.

—J. E. Beauchamp & Co., Montreal.

Sheet Metal Products Co., Toronto.

**EJECTORS OR SYPHONS**

Pepperley Injector Co., Windsor.

James Morrison Brass Mfg. Co., Toronto.

**ELECTRIC LAMP STANDARDS**

Dennis Wire & Iron Works Co., London.

Barton-Netting Co., Windsor.

**ELECTRIC LIGHT FIXTURES**

James Morrison Brass Mfg. Co., Toronto.

Barton-Netting Co., Windsor.

**ELECTRIC IRONS**

—Ideal Electric Mfg. Co., Wallaceburg.

—Flexible Conduit Co., Guelph.

Landers, Frary & Clark, New Britain, Conn.

Renfrew Electric Mfg. Co., Renfrew.

Chicago Flexible Shaft Co., Chicago.

Barton-Netting Co., Windsor.

Northern Electric Co., Montreal.

Duncan Electric Co., Montreal.

Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**

Ontario Lantern & Lamp Co., Hamilton.

Barton-Netting Co., Windsor.

Canadian Sunbeam Lamp Co., Toronto.

Northern Electric Co., Montreal.

**ELECTRIC LAMP GUARDS**

—Andrews Wire Works, Watford.

Ontario Lantern & Lamp Co., Hamilton.

Barton-Netting Co., Windsor.

**ELECTRIC MANTEL GRATES**

Radiant Electric Co., Grimsby.

Enterprise Foundry Co., Sackville, N.B.

Barton-Netting Co., Windsor.

**ELECTRIC RADIATORS**

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.

Barton-Netting Co., Windsor.

Renfrew Electric Mfg. Co., Renfrew.

**ELECTRIC RANGES**

Ideal Electric Mfg. Co., Wallaceburg.

Radiant Electric Co., Grimsby.

Renfrew Electric Mfg. Co., Renfrew.

—Copp Stove Co., Ft. William.

**ELECTRIC BATTERIES, MOTORS**

Canadian Fairbanks-Morse Co., Montreal.

—Canadian H. W. Johns-Manville Co., Toronto.

—Canadian Carbon Co., Toronto.

Radiant Electric Co., Grimsby.

**ELECTRICAL SPECIALTIES**

Duncan Electrical Co., Montreal.

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.

Renfrew Electric Mfg. Co., Renfrew.

**ELEVATOR ENCLOSURES**

Dennis Wire & Iron Works Co., London.

—A. B. Ormsby Co., Toronto.

**EMERY CLOTH**

—G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**EMERY GRINDERS**

James Morrison Brass Mfg. Co., Toronto.

E. C. Atkins & Co., Hamilton.

**EMERY POWDER**

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

—G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**EPSOM AND GLAUBER SALTS**

Sanderson Percy & Co., Toronto.

**ENAMELS**

Lowe Bros., Ltd., Toronto.

—Standard Paint & Varnish Co., Ltd., Windsor.

Brandram-Henderson, Ltd., Montreal.



# First Aids to Housekeepers

26 Styles

Electric, Water, Engine  
Power and Hand Washers

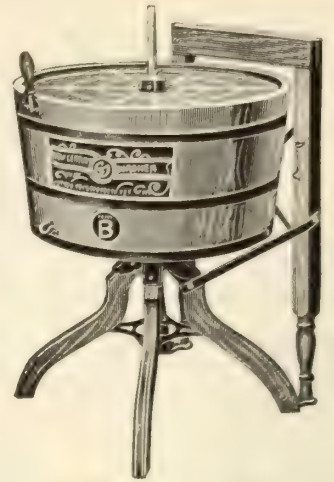
15 Sizes 6 Grades

Power and Hand  
Wringers

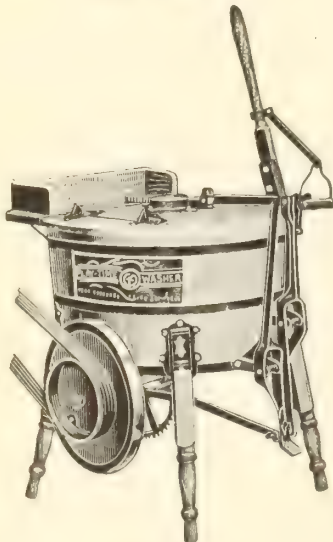
They have every really good labor saving  
feature and are priced to suit every purse.



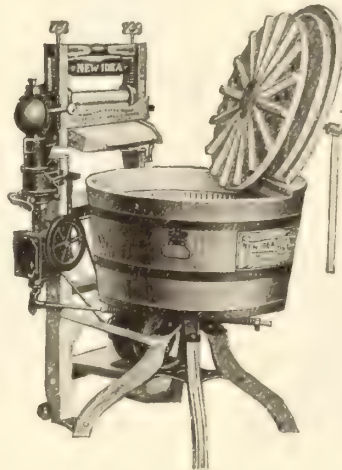
NEW IDEA "B"



NEW CENTURY "B"



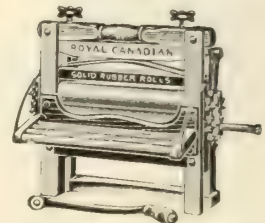
PLAYTIME



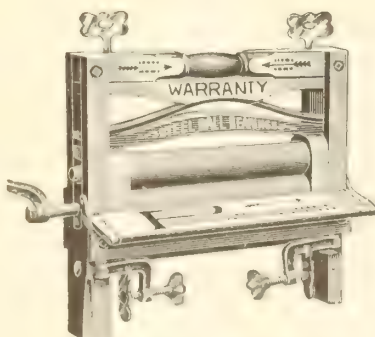
NEW IDEA ELECTRIC  
(Swinging Wringer)



NEW EUREKA (All Iron Frame)



ROYAL CANADIAN WRINGER



WARRANTY WRINGER



WARWICK WRINGER  
(For Laundry Tubs)



SEAFOAM ELECTRIC  
(Stationary Wringer)

Made by

Cummer-Dowswell, Limited - Hamilton, Ontario

Known Everywhere



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

—Imperial Varnish & Color Co., Toronto.  
 —G. F. Stephens & Co., Winnipeg.  
 International Varnish Co., Toronto.  
 Sherwin-Williams Co., Montreal.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Canada Paint Co., Montreal.  
 Pratt & Lambert, Bridgeburg.  
 Sanderson Percy & Co., Toronto.

## ENAMEL SIGNS

McClary Mfg. Co., London.  
 —Macdonald Mfg. Co., Toronto.

## ENAMELED WARE

Thos. Davidson Mfg. Co., Montreal.  
 McClary Mfg. Co., London.  
 Sheet Metal Products Co., Toronto.  
 Stamped and Enameled Ware, Hespler.

## ENGINES

Canadian Fairbanks-Morse Co., Montreal.  
 Canadian Buffalo Forge Co., Berlin.

## ESCUTCHEONS

See Builders' Hardware.

## ESCUTCHEON PINS

Steel Co. of Canada, Ltd., Hamilton.

## FENCES AND ACCESSORIES

McKinnon Lash Co., St. Catharines.  
 —Canadian Warren Axe & Tool Co., St. Catharines.

## EXPANSION BOLTS

Richards-Wilcox Canadian Co., London.

## EXPANSION JOINTS

James Morrison Brass Mfg. Co., Toronto.

## EXPRESS WAGONS—Boys'

—Canadian Buffalo Sled Co., Toronto.  
 —Woodstock Wagon & Mfg. Co., Woodstock.  
 Gendron Mfg. Co., Toronto.

## EXTENSION &amp; STEP LADDERS

Stratford Mfg. Co., Stratford.  
 —McFarlane Ladder Works, Toronto.

—Berlin Woodenware Co., Berlin.

## FARM TANKS &amp; TROUGHS

Wayne Oil Tank & Pump Co., Woodstock.  
 Steel Trough & Machine Co., Tweed.

## FASTENERS—Chain Door—Sash

Canadian Yale & Towne, Ltd., St. Catharines.

Stanley Works, New Britain, Conn.  
 Taylor-Forbes Co., Guelph.

## FASTENERS

Screen and Storm Sash  
 Stanley Works, New Britain, Conn.

FASTENERS—Corrugated  
 See Corrugated Fasteners.

## FAUCETS

James Morrison Brass Mfg. Co., Toronto.  
 —Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

## FELLOE PLATES

Steel Co. of Canada, Hamilton.  
 McGregor, Banwell Fence Co., Walkerville.

FENCES & GATES—Ornamental  
 Banwell Hoxie Wire Fence Co., Hamilton.

## FENCING AND GATES

—Dennis Wire & Iron Works, London.  
 —Canadian Ornamental Iron Fence Co., Toronto.  
 —Canadian Steel & Wire Co., Hamilton.

## FENCING—Woven Wire

McGregor, Banwell Fence Co., Walkerville.  
 Steel Co. of Canada, Hamilton.  
 —Owen Sound Wire Fence Co., Owen Sound.  
 Banwell-Hoxie Wire Fence Co., Hamilton.

—Canadian Steel & Wire Co., Hamilton.  
 —Frost Wire Fence Co., Hamilton.

## FENCING—Picket Wire

—McFarlane Ladder Works, Toronto.

## FILES AND RASPS

Henry Disston & Sons, Toronto.  
 Nicholson Kile Co., Port Hope.  
 G. & H. Farnett Co., Philadelphia, Pa.  
 —Whitman & Barnes Mfg. Co., St. Catharines.  
 Simonds Canada Saw Co., Montreal.

## FILTERS—Water and Oil

James Morrison Brass Mfg. Co., Toronto.

## FINIALS

McFarlane-Douglas Co., Ottawa.  
 Winnipeg Ceiling & Roofing Co., Winnipeg.  
 —A. B. Ormsby Co., Toronto.  
 Metal Shingle & Siding Co., Preston.

FIRE DEPARTMENT SUPPLIES  
 Gutta Percha & Rubber, Ltd., Toronto.

James Morrison Brass Mfg. Co., Toronto.

## FIRE ESCAPES

—Dennis Wire & Iron Works Co., London.

## FIRE AND GARDEN HOSE

Gutta Percha & Rubber Ltd., Toronto.

## FIREPROOF DOORS

McFarlane-Douglas Co., Ottawa.  
 Winnipeg Ceiling & Roofing Co., Winnipeg.

A. B. Ormsby Co., Toronto.

## FIREPLACE GRATES

—Chadwick Brass Co., Hamilton.  
 Enterprise Foundry Co., Sackville, N.B.  
 Barton-Netting Co., Windsor.  
 James Stewart Mfg. Co., Woodstock.  
 Taylor-Forbes Co., Guelph.  
 Canada Wire & Iron Goods Co., Hamilton.  
 —Copp Stove Co., Ft. William.

## FIRE BUCKET TANKS

Metal Shingle & Siding Co., Preston.

—A. B. Ormsby Co., Toronto.  
 E. T. Wright Co., Ltd., Hamilton.  
 McClary Mfg. Co., London.

## FIRE DOOR HARDWARE

Winnipeg Ceiling & Roofing Co., Winnipeg.

—A. B. Ormsby Co., Toronto.

Richards-Wilcox Canadian Co., London.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Preston.

Barton-Netting Co., Windsor.

—Allith Mfg. Co., Hamilton.

## FIRE EXTINGUISHERS

Metal Shingle & Siding Co., Preston.

—A. B. Ormsby Co., Toronto.

—Canadian H. W. Johns-Manville Co., Toronto.

Canada Metal Co., Toronto.

Scythes & Co., Toronto.

—John Leckie & Co., Toronto.

—Wm. Croft & Sons, Toronto.

## FISH GAFFS

Marble Arms & Mfg. Co., Gladstone, Mich.

## FISH PLATES

Steel Co. of Canada, Hamilton.

## FLAGS

Scythes & Co., Toronto.

—J. J. Turner & Son, Peterboro.

FLANGES AND FLANGE UNIONS  
 James Morrison Brass Mfg. Co., Toronto.

## FLEXIBLE WOOD MATTING

Kuhne-Anderson Mfg. Co., Port Hope.

FLOOR SCRAPING MACHINES  
 Exeter Mfg. Co., Exeter.

## FLOOR WAX

Sherwin-Williams Co., Montreal.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

—Ronuk, Limited, Toronto.

Canada Paint Co., Montreal.

## FLOOR WAXING BRUSHES

Exeter Mfg. Co., Exeter.

FLOOR AND WALL THIMBLES  
 —A. B. Ormsby Co., Toronto.

## Better than the "YANKEE" No. 30



No. 130. Same size as No. 30.



No. 131. Same size as No. 31.

For overhead work—or any place out of reach—and all ordinary work, the New "YANKEE" Nos. 130 and 131 are better than any tool made for this purpose.

The spring in the handle holds the tool extended in any position—keeps the bit in the slot—drives the handle back quickly for the next thrust.

Show them to the mechanics—they are quick to recognize their value. To see one is to want it. Your jobber will supply you.

NORTH BROS. MFG. CO. - PHILADELPHIA, Pa.





# EVERY COLD DAY IS A PROFIT DAY

FOR DEALERS WHO SELL THE

## Clark Indestructible Steel Heaters

for Automobile, Wagon, Sleigh or Carriage.

There is a great and growing demand for this, the advertised line of heaters.

Order an assortment from your jobber now and get this business in your community.

It will pay you and every heater you sell makes a permanent winter market for you on the Clark Carbon fuel.

Write for new catalogue. It's a beauty.

### Chicago Flexible Shaft Co.

187 Ontario St., Chicago, Ill.

#### Clark Carbon

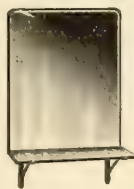
Ignites Easiest  
Heats Strongest  
Lasts Longest

of all Heater Fuels.

*It's the kind that always comes awfully good.*

*There is no come back  
It always makes good*





# WILWEAR

## Bath Room Fittings

are carefully made of solid brass, heavily nicked and are fully guaranteed. Prices are reasonable and show a good margin of profit to the jobber and retailer. Write for catalogue No. 6.



# THE

# NOVELTY

## MFG. CO.

WATERBURY : CONN.

We also want to call your attention to our line of Lawn Sprays including the "Niagara," "Geyser," "Yosemite," "Waterbury" and "Sprayorstream." All good sellers and good value for the money.

Prices and Descriptions on Application

Send To-day.



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

Metal Shingle & Siding Co., Preston.  
Specialty Mfg. Co., Grimsby.

**FLOWER STANDS—Wire**  
—Andrews Wire Works, Watford.  
Taylor-Forbes Co., Guelph.

**FLUSH TANKS**  
James Smart Mfg. Co., Brockville.

**FLUTING MACHINES**  
North Bros. Mfg. Co., Philadelphia.

**FLY SWATTERS**  
—Andrews Wire Works, Watford.  
McClary Mfg. Co., London.

—Erie Iron Works, St. Thomas.  
Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**FLY AND INSECT DESTROYER**  
Williams Chemical Co., Russell.  
—W. H. Thorne & Co., St. John, N.B.

**FOLDING CHAIRS AND TABLES**  
Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.

McKinnon Dash Co., St. Catharines.

**FOLDING IRON STANDS AND BOARDS**

Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.  
Taylor-Forbes Co., Guelph.

Specialty Mfg. Co., Grimsby.

**FORCE CUPS—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**FORCE PUMPS**  
James Smart Mfg. Co., Brockville.

**FORGES**  
—Canadian Buffalo Forge Co., Berlin.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.  
Canada Wire & Iron Goods Co., Hamilton.

**FORKS—Hay, Etc.**  
Welland Vale Mfg. Co., St. Catharines.

Beatty Bros., Fergus.

—Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.

**FOOD CHOPPERS**  
Maxwells, Limited, St. Mary's.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

**FOOTWEAR—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**FOOT SCRAPERS**  
James Smart Mfg. Co., Brockville.

**FOOT VALVES**  
—Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co., Toronto.

**FOOT WARMERS—Carriage**  
Chicago Flexible Shaft Co., Chicago.

**FRAMES—Card Drawer**  
Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**FROSTING**  
A. Ramsay & Son Co., Montreal.

**FRUIT JUICE PRESSES**  
Sheet Metal Products Co., Toronto.

James Smart Mfg. Co., Brockville.

**FRY PANS**  
James Smart Mfg. Co., Brockville.

**FURNACES—Plumbers'**  
James Morrison Brass Mfg. Co., Toronto.

Bowes, Jamieson, Ltd., Hamilton.

**FURNACES—Hot Air**  
—Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamilton.

Can. Heat & Vent. Co., Owen Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.

—Wm. Buck Stove Co., Brantford.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

—Record Foundry Co., Moncton, N.B.

Hall-Zryd Foundry Co., Hespeler.  
—Chas. Fawcett Mfg. Co., Sackville, N.B.

Bowes, Jamieson, Ltd., Hamilton.  
Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

—C. S. Norsworthy Mfg. Co., St. Thomas.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

Copp Stove Co., Fort William.

**FURNACE REGISTERS**  
See Registers (warm air).

**FURNACES—Candy**  
Gurney Foundry Co., Toronto.

**FURNACE ACCESSORIES**  
James Smart Mfg. Co., Brockville.

**FURNITURE SLIDES AND CASTERS**

Onward Mfg. Co., Berlin.

James Smart Mfg. Co., Brockville.

**FUSE WIRE**  
Canada Metal Co., Toronto.

**GALVANIZED IRON**  
—A. C. Leslie & Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

B. & S. H. Thompson, Montreal.

M. & L. Samuel, Benjamin & Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

**GALVANIZED NETTING**  
B. Greening Wire Co., Hamilton.

**GALVANIZED WARE**  
See Tinware.

**GARAGES—Metal**  
The Pedlar People, Oshawa.

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

**GARBAGE CANS**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

J. Samuels, Toronto.

—Allith Mfg. Co., Hamilton.

Steel Trough & Machine Co., Tweed.

**GARAGE HEATERS—Gas**  
Bowes, Jamieson, Ltd., Hamilton.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.

**GARDEN ROLLERS**  
James Smart Mfg. Co., Brockville.

**GARDEN HOSE**  
Gutta Percha & Rubber, Ltd., Toronto.

—Goodyear Tire & Rubber Co., Toronto.

**GAS IRONS**  
McClary Mfg. Co., London.

**GAS RANGES, STOVES**  
Burrow, Stewart & Milne, Hamilton.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

Fairgrieve Metal & Stamping Co., Toronto.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Woodstock.

Supreme Heating Co., Welland.

**GAS AND ELECTRIC FIXTURES**  
James Morrison Brass Mfg. Co., Toronto.

—Robert M. Moore & Co., Vancouver.

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

**GAS MANTLES—Incandescent**  
—Hamilton Gas Mantle Co., Hamilton.

**GAS SERVICE COCKS**  
—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

**GAS STOVE SUPPLIES—Cocks**  
James Morrison Brass Mfg. Co., Toronto.

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.



## *Everything in Glass for Building Purposes*

Plate Glass	Art Glass
Sheet Glass	Prism Glass
Figured Glass	Glass Shelves
Fancy Glass	Bevelled Plates
Mirrors	Metal Store Fronts

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We'll stand back of your word that Consolidated Glass is all you say it is, and we'll make good any just claim to the contrary.

If you buy Consolidated Glass from us we'll do our best to help you get the reputation for selling the best line of glass in your locality.

*Let us figure on your next specifications*

## **The Consolidated Plate Glass Co. of Canada, Limited**

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241 Spadina Ave.  
Phone, Coll. 8000

WINNIPEG  
375 Balmoral St.



# CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

## GAS WATER HEATERS

Moffat Stove Co., Weston.  
McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.  
~~Burrow, Stewart & Milne, Hamilton.~~  
Bowes, Jamieson, Ltd., Hamilton.  
James Morrison Brass Mfg. Co., Toronto.

## GASOLINE FRONS

Robert M. Moore & Co., Van.  
Cory and Regina.  
Taylor-Forbes Co., Guelph.

## GRAIN GRINDERS

Beatty Bros., Fergus.  
GASOLINE LIGHTING SYSTEMS  
H. W. Knight & Bros., Toronto.  
Robert M. Moore & Co., Van.  
Cory.

## GASOLINE STOVES

Jas. Stewart Mfg. Co., Woodstock.  
GATES—Farm, Ornamental  
Steel Co. of Canada, Montreal.  
McGregor, Banwell, Enece, Co.,  
Warkerville.

James Morrison Brass Mfg. Co.,  
Toronto.  
Canadian Steel & Wire Co.,  
Hamilton.  
Perkins ~~Wheat~~ Wire Fence Co.,  
Hamilton.  
Canadian Gate Co., Guelph.

## GATE FIXTURES

Canada Steel Goods Co., Hamilton.  
James Smart Mfg. Co., Brockville.

## GATE VALVES

James Morrison Brass Mfg. Co.,  
Toronto.

## GAUGES—Steam, Etc.

James Morrison Brass Mfg. Co.,  
Toronto.

## GAUGES

Metz Bar, Wood Marking  
Stanley Rule & Level Co., New  
Britain, Conn.

## GAUGES—Water

Penberthy Injector Co., Windsor.  
Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.

## GAUGE COOKS

Penberthy Injector Co., Wind-  
sor.  
James Morrison Brass Mfg. Co.,  
Toronto.  
Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.

## GLASS—Prismatic Skylight

Hobbs Mfg. Co., Toronto.  
Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Window and Plate

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Dent

Toronto Plate Glass Importing Co.,  
Toronto.

## GLASS—Bevelled, Art and Plate

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Figured, Colored and Fancy

Toronto Plate Glass Importing Co.,  
Toronto.

## GLASS—Lead

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Wired and Ribbed

Hobbs Mfg. Co., Ltd., London.

## GLASS—Prism

Hobbs Mfg. Co., Ltd., London.

## GLASS MEMORIAL WINDOWS

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Lead

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Wired and Ribbed

Hobbs Mfg. Co., Ltd., London.

## GLASS—Prism

Hobbs Mfg. Co., Ltd., London.

## GLASS MEMORIAL WINDOWS

Consolidated Plate Glass Co., To-  
ronto.

## GLASS—Lead

Consolidated Plate Glass Co., To-  
ronto.

## GLASS CUTTING BOARDS

Lufkin Rule Co. of Canada, Wind-  
sor.  
G. F. Stephens & Co., Winnipeg.  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

## GLAZIERS' TOOLS AND SUPPLIES

A. Ramsay & Son Co., Montreal.  
Canada Metal Co., Toronto.  
Smith & Hemenway, New York.  
Sanderson Pearcey & Co., Toronto.  
Hobbs Mfg. Co., Toronto.

## GLAZIER POINTS

Steel Co. of Canada, Hamilton.  
Sanderson Pearcey & Co., Toronto.

## GLAUBER SALTS

See Epsom Salts.

## GLUES AND GUMS

A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
G. F. Stephens & Co., Winnipeg.  
Canada ~~St. Catharines~~ Bradford  
Gendron Mfg. Co., Toronto.

## GOLD AND SILVER LEAF

A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

## GRABS—Log, Crotch Casting, etc.

Canadian Warren Axe & Tool  
Co., St. Catharines.

## GRAIN GRADLES

Dominion Smith Co., Waterville,  
Que.

## GRAINING COMBS

Sanderson Pearcey & Co., Toronto.

## GRAPHITE

A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

## GRASS CATCHERS

Whitman & Barnes Mfg. Co., St.  
Catharines.

## GRATES—TILES, FENDERS

See Fireplace Grates, etc.

## GRATES—Open

Enterprise Foundry Co., Sackville,  
N.B.

Barton-Netting Co., Windsor.  
Jas. Stewart Mfg. Co., Woodstock.

Geop. Store Co., Et. William.

Whil

## GREASE CUPS AND SWIVELS

James Morrison Brass Mfg. Co.,  
Toronto.  
Penberthy Injector Co., Wind-  
sor.

## GRILLS—Iron and Brass

Dodds Wire & Iron Works Co.,  
London.

## GRINDERS

Sickle and Mowat Knife  
Whitman & Barnes Mfg. Co., St.  
Catharines.

## GRINDSTONES

Whitman & Barnes Mfg. Co., St.  
Catharines.

Taylor-Forbes Co., Guelph.  
Richards-Wilecox Canadian Co.,  
London.

## GRINDSTONE FIXTURES

Taylor-Forbes Co., Guelph.

## GUNS AND RIFLES

Remington U.M.C. Co., Windsor.  
Ross Rifle Co., Quebec.

Marble Arms & Mfg. Co., Glad-  
stone, Mich.

## GYPSUM BLOCKS

Alabastine Co., Ltd., Paris.

## HACK SAW BLADES

Henry Disston & Sons, Toronto.  
E. C. Atkins & Co., Hamilton.

Victor Saw Works, Hamilton.  
Simonds Canada Saw Co., Mont-  
real.

## HAIR FELT

Gurney Foundry Co., Toronto.

James Morrison Brass Mfg. Co.,  
Toronto.

Canadian H. W. Johns-Manville  
Co., Toronto.

Taylor-Forbes Co., Guelph.

## HALTER CHAINS

McKinnon Chain Co., St. Cathar-  
ines.

## HALTERS—Leather

G. L. Griffith & Son, Stratford.

## HAMMERS

Whitman & Barnes Mfg. Co., St.  
Catharines.

Canada ~~St. Catharines~~ Mfg. Co., Brockville.  
Stanley Works of Canada Ltd.  
Brimm, Conn.

Allan Hills Edge Tool Co., Galt, Hamilton.  
Canada Foundry & Forge Co. Ltd.  
Brockville

# SIMONDS SAWS

## Hand Saws

### and Crescent Ground Cross-Cut Saws

The strong substantial standard line of  
Saws. Every Dealer should sell them,  
both Hand and Cross-Cut. Orders may  
be sent through any Jobber, or Dealers'  
Discounts quoted on application.

# Simonds Canada Saw Co., Limited

Factory: Montreal

Branches: St. John, N.B., Vancouver, B.C.







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Meakins' Brushes  
You are Building  
Up Future Assets*

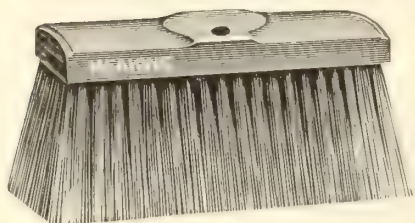
"The proof of the 'Brush' is in the 'using'." Meakins' Brushes never fail to give the utmost in service. They are built to produce repeat order trade.

# MEAKINS'

## Paint and Varnish

# BRUSHES

Are made in many styles for all purposes, and their widely known serviceability and "easy spread" is a feature of all



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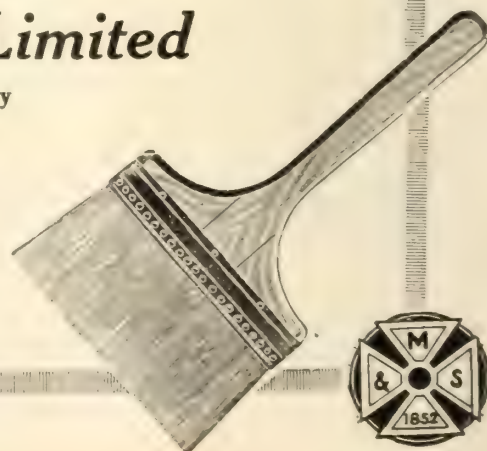
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Warehouses

TORONTO, LONDON, WINNIPEG

Meakins Brush Co., Ltd.  
MONTREAL





## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**HAMMOCKS**

Dominion Hammock Co., Dunnville.  
Galt Robe & Hammock Co., Galt.  
**HAMMOCK HOOKS & CHAINS**  
McKinnon Chain Co., St. Catharines.

**HAMPERS**—Shipping  
Meakins & Sons, Hamilton.

**HANDLES**

**Door, Drawer and Store**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.  
Canadian Yale & Towne, Ltd., St. Catharines.

**HANDLES**—Chest  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.

**HANDLES**—Milk Can  
McKinnon Dash Co., St. Catharines.

**HANDLES**—Saw  
Henry Disston & Sons, Toronto.  
Simonds Canada Saw Co., Montreal.  
Welland Vale Mfg. Co., St. Catharines.

E. C. Atkins & Co., Hamilton.

**HANDLES**—Axe, Pick, Etc.  
—Dominion Snath Co., Waterville, Que.  
James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Catharines.

—J. H. Still Mfg. Co., St. Thomas.  
—Canadian Handle Co., London.

Lachute Shuttle Mfg. Co., Lachute Mills, Que.

Turner, Day, Woolworth Co., Louisville, Ky.

—Mann Axe & Tool Co., St. Stephen, N.B.  
—St. Mary's Wood Specialty Co., St. Mary's.

**HAND FLUTERS**

North Bros. Mfg. Co., Philadelphia.

**HAND CLEANER**

Williams Chemical Co., Russell.

**HANGERS AND FASTENERS**

Window Screen and Storm Sash  
Watrous-Acme Mfg. Co., Des Moines, Iowa.  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.

**HARDWARE SPECIALTIES**

Richards-Wilcox Canadian Co., Ltd., London.  
Stanley Works, New Britain, Conn.

—Collins Mfg. Co., Toronto.

—Andrews Wire Works, Watford.

Specialty Mfg. Co., Grimsby.

James Smart Mfg. Co., Brockville.

—J. E. Beauchamp & Co., Montreal.

—Erie Iron Works, St. Thomas.

North Bros. Mfg. Co., Philadelphia.

Kinzing, Bruce & Co., Niagara Falls.

Sheet Metal Products Co., Toronto.

E. C. Atkins & Co., Hamilton.

**HARDWARE**—Builders'

See Builders' Hardware.

**HARNESS AND REPAIRS**

G. L. Griffith & Son, Stratford.

Burlington-Windsor Blanket Co., Toronto.

**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

—Canada Steel Goods Co., Hamilton.

—Cowan & Britton, Ltd., Gananoque.

James Smart Mfg. Co., Brockville.

**HATCHETS**

—Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.

**HAY CARRIERS**

Whitman & Barnes Mfg. Co., St. Catharines.  
Stratford Mfg. Co., Stratford.  
Beatty Bros., Fergus.

**HAY KNIVES**

Welland Vale Mfg. Co., St. Catharines.

**HAY PULLEYS AND SLINGS**

Beatty Bros., Fergus.

James Smart Mfg. Co., Brockville.

**HEATERS—Water**

See Gas Water Heaters.

**HEAVY PLATE BENDING****BRACKES**

Steel Bending Brake Works, Chat-ham.

**HEMP PACKING**

James Morrison Brass Mfg. Co., Toronto.

**HINGES, BRACKETS AND****BOLTS**

Stanley Works, New Britain, Conn.

—London Bolt & Hinge Works, London.

Springer Lock Mfg. Co., Belleville.

—Canada Steel Goods Co., Hamilton.

James Smart Mfg. Co., Brockville.

Cowan & Britton, Ltd., Gananoque.

Taylor-Forbes Co., Guelph.

**HINGES**—Blind

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

James Smart Mfg. Co., Brockville.

**HINGES**—Spring

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

Canadian Yale & Towne, Ltd., St. Catharines.

James Smart Mfg. Co., Brockville.

Chicago Spring Butt Co., Chicago.

**HINGES**—Steel and Brass

Steel Equipment Co., Pembroke.

Stanley Works, New Britain, Conn.

James Smart Mfg. Co., Brockville.

Hamilton Stove & Heater Co., Hamilton.

**HINGES**—Butt, Gate

Canadian Yale & Towne, Ltd., St. Catharines.

Hamilton Stove & Heater Co., Hamilton.

James Smart Mfg. Co., Brockville.

Stanley Works, New Britain, Conn.

—Canada Steel Goods Co., Hamilton.

**HINGES**—Strap and Tee

Stanley Works, New Britain, Conn.

James Smart Mfg. Co., Brockville.

Hamilton Stove & Heater Co., Hamilton.

—Canada Steel Goods Co., Hamilton.

Cowan & Britton, Ltd., Gananoque.

**HINGES**—Screw, Strap, Brass

Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**HINGES**

Double Acting Floor and Checking

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Chicago Spring Butt Co., Chicago.

**HINGES**

Window Screen and Storm Sash

Stanley Works, New Britain, Conn.

**HOCKEY PUCKS**—Rubber

Gutta Percha & Rubber, Ltd., Toronto.

**HOCKEY STICKS**

—J. H. Still Mfg. Co., St. Thomas.

—St. Mary's Wood Specialty Co., St. Mary's.

—E. B. Salyards, Preston.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

—Herbert Morris Crane & Hoist Co., Toronto.

**HOLDERS**—Card and Label

Canadian Yale & Towne, Ltd., St. Catharines.

**HOLLOW WARE**

James Stewart Mfg. Co., Ltd., Woodstock.



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## Electric Hand Lamp

THE SEARCHLIGHT REFLECTOR CAN BE MOVED AND SET TO ANY ANGLE.

**DEALERS** Here is your opportunity to make some real money quick. We give big discounts to Canadian Houses. Sold either with or without batteries. Get the "Presto" and you get the **cheapest and best**. Retail for \$1.50 complete. Write at once for discounts in quantities. Sole manufacturers.

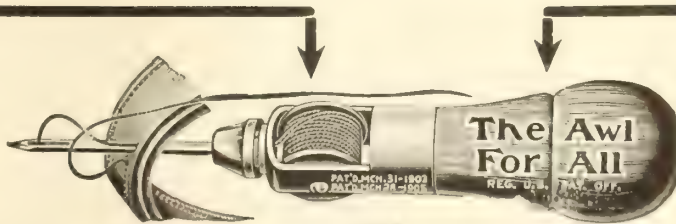
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**METAL SPECIALTIES MANUFACTURING CO.**  
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An Attachment for any Dry Cell Battery. Equipped with Tungsten Electric Bulb and two-inch bull's-eye lens.

It is in daily use everywhere on all occasions, by the farmer, plumber, autoist, inspector, housewife, physician, in store or factory, barn or garage, cellar or attic. Always ready, absolutely safe.

THE GENUINE  
**MYERS**  
DOLLAR  
SEWING AWL



Needles  
in the hollow  
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screw  
top

Convenient counter display box, and show card in three colors, **JUST OUT NEW**. Actual size of box 10 $\frac{5}{8}$  x 4 $\frac{3}{4}$  x 1 $\frac{5}{8}$ . One box with every  $\frac{1}{2}$  doz. awls, shipping weight 2 lbs.

See that exposed reel under the finger tips (THIS PRINCIPLE IS RIGHT)

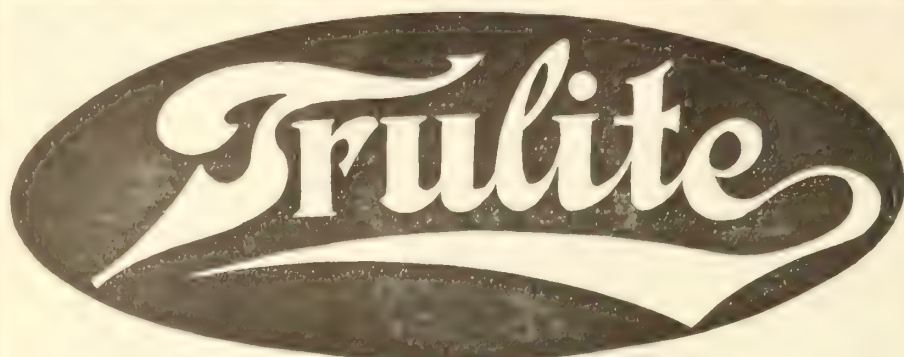
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1915 MODEL

Burns 32 hours with one filling---  
Automatic Standing Bail---Filler  
Collar at angle which permits the  
use of funnel for filling fount with-  
out tilting globe. Quality the  
Best. Performance unsurpassed.

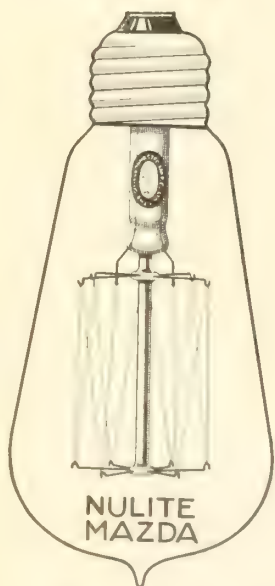
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## Nulite Mazda Tungsten Lamps

*Made in Canada*



NULITE Mazda Tungsten Lamps  
perform the service for which they are in-  
tended, i. e. 3 times the light at same cost.  
Develop your sales through satisfied custom-  
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quality lamp.

*Made in Canada by*

**The Canadian Tungsten Lamp Co., Limited**  
Hamilton - Canada



# Canadian Made

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## Bathroom Fixtures

Your customers are giving the preference to **Empire Made** goods in all lines.

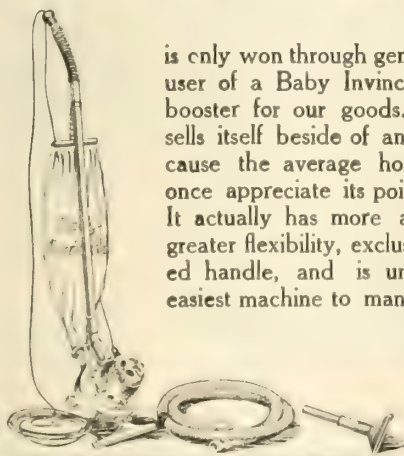
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**We Carry the Stock**  
Write for New Prices

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Niagara Falls, Ontario

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is only won through genuine merit. Every user of a Baby Invincible Cleaner is a booster for our goods. The Machine sells itself beside of any competitor because the average homekeeper will at once appreciate its points of superiority. It actually has more and better tools, greater flexibility, exclusive flexible jointed handle, and is unquestionably the easiest machine to manipulate.

Exclusive territories to aggressive dealers

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FROM CANADIAN MATERIAL

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**The Invincible Renovator Mfg. Co., Ltd.**

81 Peter St., Phone Adelaide 1858  
TORONTO

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.  
**HORSE CLIPPING MACHINES**  
Chicago Flexible Shaft Co., Chicago.

B. & S. H. Thompson, Montreal.  
**HORSE BLANKET FASTENERS**  
McKinnon Dash Co., St. Catharines.

**HORSESHOES AND NAILS**  
Steel Co. of Canada, Hamilton.  
Capewell Horse Nail Co., Toronto.

**HORSESHOE CALKS**  
—Neverslip Mfg. Co., Montreal.  
Steel Co. of Canada, Hamilton.

**HORSE AND SADDLE BLANKETS**  
Burlington-Windsor Blanket Co., Toronto.

**HORSE SPECIALTIES**  
G. L. Griffith & Son, Stratford.

**HOSE FITTINGS AND SUPPLIES**  
James Morrison Brass Mfg. Co., Toronto.

Gutta Percha & Rubber, Ltd., Toronto.

**HOSE—Garden**  
Gutta Percha & Rubber, Ltd., Toronto.

—Goodyear Tire & Rubber Co., Toronto.

**HOSE REELS**  
McKinnon Dash Co., St. Catharines.

James Smart Mfg. Co., Brockville.  
Gutta Percha & Rubber, Ltd., Toronto.

**HOTEL KITCHEN EQUIPMENT**  
Northern Aluminum Co., Toronto.

Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.

Hamilton Stove & Heater Co., Hamilton.

—Copp Stove Co., Ft. William.

**HOOKS AND HASPS**  
Cowan & Britton, Ltd., Gananoque.  
James Smart Mfg. Co., Brockville.

Stanley Works, New Britain, Conn.

**HOOKS—Coat and Hat**  
Steel Co. of Canada, Ltd., Hamilton.

James Smart Mfg. Co., Brockville.  
Canadian Yale & Towne, Ltd., St. Catharines.

Otterville Mfg. Co., Otterville.  
Springer Lock Mfg. Co., Belleville.

Taylor-Forbes Co., Guelph.  
**HOOKS AND EYES—Gate, Screw**

Steel Co. of Canada, Ltd., Hamilton.  
Stanley Works, New Britain, Conn.

**HUNTING KNIVES**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**HYDRATED LIME**  
Alabastine Co., Ltd., Paris.

**HYDRAULIC VALVES**  
James Morrison Brass Mfg. Co., Toronto.

**ICE SHAVES**  
McClary Mfg. Co., London.  
Henry Disston & Sons, Toronto.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**  
Stanley Rule & Level Co., New Britain, Conn.

James Smart Mfg. Co., Brockville.  
Henry Disston & Sons, Toronto.

**ICE CREAM FREEZERS—Hand**  
McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia, Pa.  
Sheet Metal Products Co., Toronto.

Wm. Cane Sons Co., Newmarket.  
**ICE CREAM FREEZERS—Power**

Wm. Cane Sons Co., Newmarket.  
North Bros. Mfg. Co., Philadelphia.

**ICE BOXES AND CHESTS**  
E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**INCUBATORS AND BROODERS**  
—Collins Mfg. Co., Toronto.

**INJECTORS—Automatic**  
James Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.

**INSECTICIDES**  
Canada Paint Co., Montreal, Que.  
—Zenner Disinfectant Co., Windsor.

Sherwin-Williams Co., Montreal.  
**INGOT METALS**

M. & L. Samuel, Benjamin & Co., Toronto.

—A. O. Leslie & Co., Montreal.  
Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.  
**INJECTORS**

—Penberthy Injector Co., Windsor.  
**INSULATING PAPER**

Waterproof  
Canadian Supply & Contracting Co., Toronto.

—Walkerville Roofing Manufacturing Co., Walkerville.

—Canadian H. W. Johns-Manville Co., Toronto.

**IRON—Fig, Bars, Band, Etc.**  
Steel Co. of Canada, Hamilton.

—London Rolling Mills Co., London.

**IRONING AND BAKE BOARDS**  
Stratford Mfg. Co., Stratford.

Wm. Cane Sons Co., Newmarket.  
Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.  
**IRONING STANDS—Folding**

Stratford Mfg. Co., Stratford.  
—McFarlane Ladder Works, Toronto.

**IRON PIPE**  
—Canadian Tube & Iron Co., Montreal.

James Smart Mfg. Co., Brockville.  
Canada Metal Co., Toronto.

**IRON STAIRS AND FENCING**  
—Dennis Wire & Iron Works Co., London.

**JACK CHAIN**  
Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JACKET HEATERS**  
Gurney Foundry Co., Toronto.

**JAPANS**  
G. F. Stephens & Co., Winnipeg.

Martin-Senour Co., Montreal.  
Sherwin-Williams Co., Montreal.

—Turpentine Producers' Agency, Toronto.  
Canada Paint Co., Montreal.

**JAPANNED WARE**  
See Enameled Ware.

**JELLSTONE**  
Sanderson Pearcey & Co., Toronto.

**JOIST HANGERS**  
Taylor-Forbes Co., Guelph.

**JUTE GOODS**  
Scythes & Co., Toronto.

**KALSOMINE**  
Alabastine Co., Ltd., Paris.

Canada Paint Co., Montreal.  
Benjamin Moore & Co., Toronto.

Sherwin-Williams Co., Montreal.  
A. Ramsay & Son, Montreal.

Sanderson Pearcey & Co., Toronto.  
**KEYS**

See Builders' Hardware.  
**KEY BLANKS**

Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**  
—Knechtel Furniture Co., Hanover.

—H. E. Furniture Co., Milverton.  
E. T. Wright Co., Ltd., Hamilton.

Stratford Mfg. Co., Stratford.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.

—McFarlane Ladder Co., Toronto.

Wm. Cane Sons Co., Newmarket.

**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., South-

ington, Conn.

**KNIVES—Planer, Paper-cutting**

Simonds Canada Saw Co., Mont-

real.

E. O. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**KNOS—Door, Drawer, Shuttle**

See Builders' Hardware.

**LACQUERS**

See Paints and Varnishes.

**LADDERS—Extension, Step, Etc.**

Stratford Mfg. Co., Ltd., Stratford.

Milbradt Mfg. Co., St. Louis, Mo.

—McFarlane Ladder Co., Toronto.



# Undisputed Leadership for THE PILOT LINE

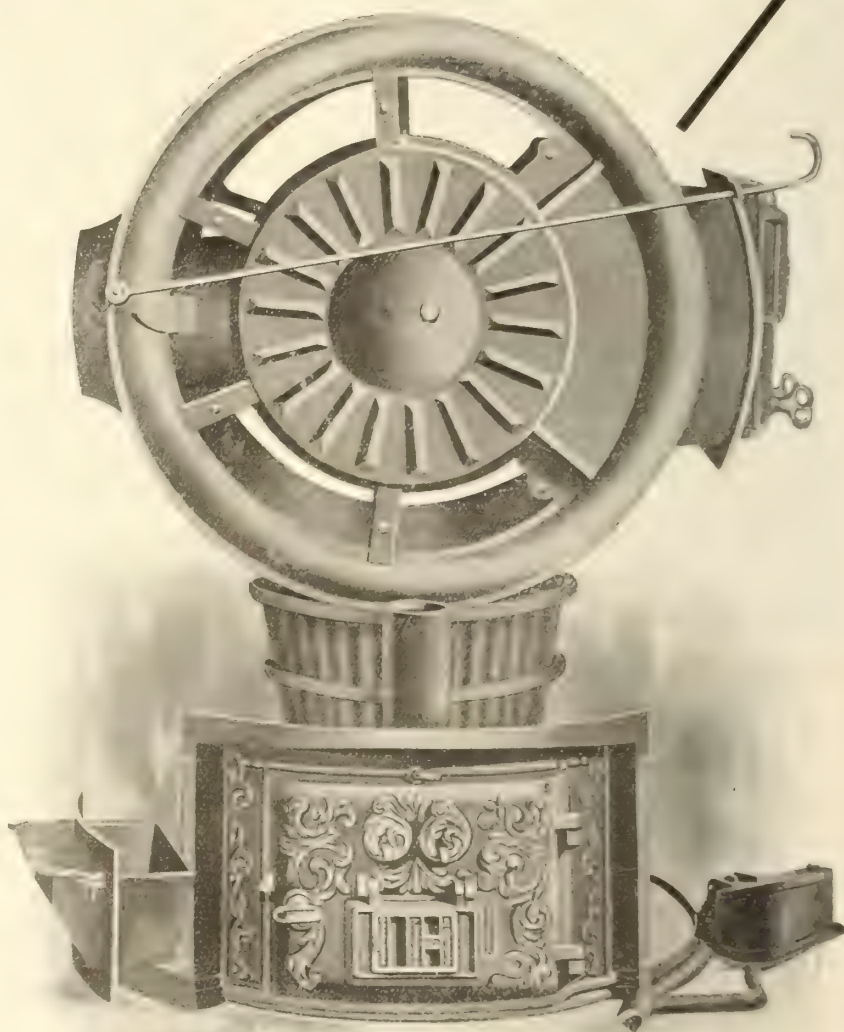
## The Pilot Success

True to its name the Pilot Success is successful everywhere; among users because of its efficiency and fuel economy; among Dealers because of its many quick selling features.

**Very Economical in Operation** because of improved fire travel, large combustion chamber where all inflammable gases are mixed with air and ignited, and immense radiating surface. Grate is exceptionally strong, durable and simple. It consists of four triangular bars arranged in pairs. One pair can be shaken without disturbing the other.

*Firepot practically indestructible.*

### The New Steel-Trussed Firepot



### *Firepot Guaranteed for Five Years*

Our new Steel-Trussed Firepot, which is now used in the Pilot Success, has a square steel rod passing round each section of the firepot, through the flanges of the pot. The rod is situated about one inch from the body of the pot and is fused into the centre of the flanges. This rod and the flanges increase the radiating surface of the pot 92% and render the pot absolutely free from bulging, warping or contracting.

## The Hall Zryd Foundry Co., Limited

MANUFACTURERS OF  
PILOT STOVES, RANGES AND FURNACES  
Hespeler, Ontario

Western Agencies: G. A. Zryd, 288 Princess St., Winnipeg, Man.; R. E. Leslie, 215 Tenth Avenue West, Calgary, Alta.;  
Sault & Porteous, 160 Third Ave., N. W., South Edmonton, Alta.





## To The Hardware Trade of Canada

We congratulate you on your splendid showing for the year that is past, and promise that the same sterling quality and honest workmanship, which have placed **Genuine Armstrong Tools** in the kit of every first-class gas and steamfitter in Canada, will continue to please and satisfy your customers and make this year even more successful and profitable than the last.

**The Armstrong Mfg. Co.**  
333 Knowlton St. Bridgeport, Conn.  
New York, 248 Canal St.

## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

Plain Bearings and Steel Ball Bearings. Enclosed Cog Wheels. We make the largest variety of Wringers in the world.

Send for our New Price List

**The American Wringer Co.**  
New York City, U. S. A.

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

Beatty Bros., Fergus.

—G. F. Stephens & Co., Winnipeg, Man.

Otterville Mfg. Co., Otterville.

—Berlin Woodenware Co., Berlin.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Richards-Wilcox Canadian Co., London.

Milbradt Mfg. Co., St. Louis, Mo.

—Allith Mfg. Co., Hamilton.

**LAMPS**

Electric, Incandescent, Tungsten Canadian Sunbeam Lamp Co., Toronto.

Canadian Tungsten Lamp Co., Hamilton.

Northern Electric Co., Montreal.

Duncan Electric Co., Montreal.

—Flexible Conduit Co., Guelph.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

—Robert M. Moore & Co., Vancouver and Regina.

—Collins Mfg. Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LAMPS—Tin**

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

Ontario Lamp & Lantern Co., Hamilton.

**LAMPBLACK**

G. F. Stephens & Co., Winnipeg, Man.

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

—Robert M. Moore & Co., Vancouver and Regina.

James Smart Mfg. Co., Brockville.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

—Collins Mfg. Co., Toronto.

**LARD PAILS**

—Macdonald Mfg. Co., Toronto.

**LATCHES—Gate and Door**

Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

James Smart Mfg. Co., Brockville.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

Stanley Works, New Britain, Conn.

**LAUNDRY TUBS**

James Morrison Brass Mfg. Co., Toronto.

**LAUNDRY STOVES**

Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.

—Copp Stove Co., Ft. William.

Jas. Stewart Mfg. Co., Woodstock.

Specialty Mfg. Co., Grimsby.

**LAVATORIES**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAVATORY AND BATH SUPPLIES**

See Bath and Lavatory Supplies.

**LAWN FENCING**

—Imperial Steel & Wire Co., Collingwood.

McGregor, Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

—Banwell-Hoxie Fence Co., Hamilton.

**LAWN HOSE**

—Goodyear Tire & Rubber Co., Toronto.

Gutta-Percha & Rubber Ltd., Toronto.

**LAWN SEATS AND SWINGS**

Stratford Mfg. Co., Stratford.

—Canadian Buffalo Sled Co., Preston.

—J. E. Beauchamp & Co., Montreal.

**LAWN MOWERS**

Maxwells Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

—Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.

Supplee-Biddle Hdw. Co., Philadelphia.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co., Toronto.

James Smart Mfg. Co., Brockville.

Taylor-Forbes Co., Guelph.

Gutta-Percha & Rubber Ltd., Toronto.

**LEAD—Arsenate**

See Arsenate of Lead.

**LEAD—Red**

See Red Lead.

**LEAD PIPE**

Canada Metal Co., Toronto.

James Smart Mfg. Co., Brockville.

Steel Co. of Canada, Hamilton.

**LEADED GLASS**

See Glass.

**LEATHER—Soles, etc.**

Beardmore & Co., Toronto.

**LEMON SQUEEZERS**

Sheet Metal Products Co., Toronto.

**LETTER TRAYS**

—Andrews Wire Works, Watford.

**LETTER BOX PLATES**

Taylor-Forbes Co., Guelph.

**LEVELS**

—Frank Sand Mfg. Co., Windsor.

Henry Disston & Sons, Toronto.

Stanley Rule & Level Co., New Britain, Conn.

**LIGHTING FIXTURES**

—Chadwick Brass Co., Hamilton.

Barton-Netting Co., Windsor.

Ontario Lantern & Lamp Co., Hamilton.

Jas. Morrison Brass Mfg. Co., Toronto.

—Robert M. Moore & Co., Vancouver and Regina.

—Canadian H. W. Johns-Manville Co., Toronto.

**LINEMEN'S CONSTRUCTION TOOLS**

—Canadian-Warren Axe & Tool Co., St. Catharines.

**LINOLEUMS—Plain and Printed**

Dominion Oilcloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Peary & Co., Toronto.

—Dominion Linseed Oil Mills, Baden.

Canada Paint Co., Montreal.

Canada Linseed Oil Mills, Montreal.

—Turpentine Producers' Agency, Toronto.

**LIQUID SOAP CONTAINERS**

—Red Cross Sanitary Appliance Co., Grimsby.

Charles Morrill, New York, N.Y.

**LIQUID SOAP AND CONTAINERS**

—Red Cross Sanitary Appliances Co., Grimsby, Ont.

**LIQUID WAX**

Martin-Senour Co., Montreal.

**LIQUID BRONZE**

See Bronzing Liquid.

**LITHARGE**

A. Ramsay & Son Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

Belleville Hardware & Lock Mfg. Co., Belleville.

James Smart Mfg. Co., Brockville.

Hamilton Stove & Heater Co., Hamilton.

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., South-ington, Conn.

Taylor-Forbes Co., Guelph.

—Peterborough Lock Mfg. Co., Peterborough.

Canadian Yale & Towne, Limited, St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LOG DRIVERS' SUPPLIES**

—Argall Bros., Three Rivers, Que.

—Canadian-Warren Axe & Tool Co., St. Catharines.

—Thomas Pink Mfg. Co., Pembroke.

**LOGGING CHAINS**

McKinnon Chain Co., St. Catharines.

**LUBRICATORS**

—Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co., Toronto.





# Electric Wireless Flashlights and Specialties

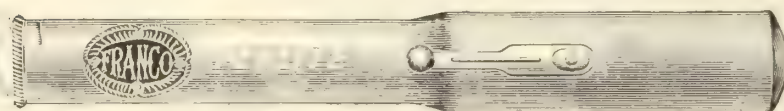
Radio-Lens Lamps

Radio Batteries

## THE LATEST NOVELTY

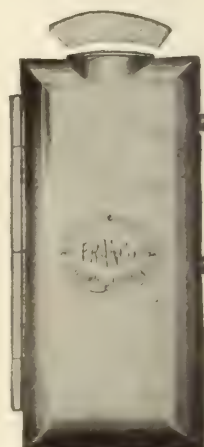


No. 3425—2 cell brass case, heavily nickelplated, highly polished. Metal contact button with patented slide for steady or flashing light. Can be carried in vest pocket with ease.

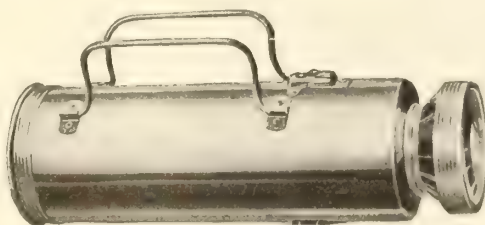


"The Penlite"

No. 3500—Latest and most attractive flashlight on the market, slightly larger than a fountain pen, with clip for carrying.



No. 3435—2 cell cigarette type, brass case, heavily nickelplated, highly polished, metal contact button and patented safety device for holding battery.

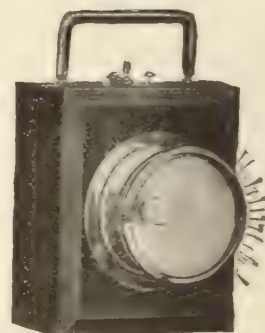


No. 4896—Hand lantern for ordinary six-inch cell. Furnished in black enamel, dull brass or nickel finish.

IN CONNECTION WITH THIS WE WILL NEXT ISSUE  
ANNOUNCE OUR NEW

## "Nitrogen Battery"

Write your Jobber for Catalogue and Prices or direct to



No. 4860—Hand Lantern, all wood. Throws a powerful light.



Automobile Lamps.—A complete stock of all voltages, candlepowers, and bases always on hand.



# Interstate Electric Novelty Co. of Canada

Limited

Toronto

220 King Street West

Ontario







For  
**Wire Nails and Staples**  
*of Superior Quality*  
**Baling Wire and Bale-Ties**  
*of Best Grade*

Get a Trial Order  
 from

**The Laidlaw Bale-Tie Co.**

HAMILTON, ONT.

Limited

Geo. W. Laidlaw  
 Vancouver, B.C.

Harry F. Mculden  
 Winnipeg, Man.

**The Steel Company of Canada, Ltd.**  
 Hamilton Canada

**TIGER BRAND**  
**WHITE LEAD**

"THE LEAD WITH THE SPREAD"



**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
 IRONS AND 500 LB. KEGS.

Sales Offices

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

**CANADIAN HARDWARE BUYERS' DIRECTORY**

(Continued from preceding page.)

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.  
 —Canadian-Warren Axe & Tool Co., St. Catharines.  
 Lachute Shuttle Co., Lachute Mills, Que.  
 —Thos. Pink Mfg. Co., Pembroke.  
 —Argall Bros., Three Rivers, Que.

**LUMBER MEASURING MACHINES**

James Morrison Brass Mfg. Co., Toronto.

**LYE**

A. Ramsay & Son Co., Montreal.  
 E. W. Gillett Co., Toronto.

**MACHINERY TOOLS**

Canadian Fairbanks-Morse Co., Montreal.

**MACHINE CHAINS**

McKinnon Chain Co., St. Catharines.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.  
 Henry Disston & Sons, Toronto.

**MAIL BOXES**

Specialty Mfg. Co., Grimsby.  
 —Andrews Wire Works, Watford.

**MALLETS**

Stanley Rule & Level Co., New Britain, Conn.  
 Lachute Shuttle Co., Lachute Mills, Que.  
 Brown, Boggs Co., Hamilton.

**MANUAL TRAINING BENCHES**

Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**

Cummer-Downwell, Ltd., Hamilton.  
 Maxwells, Limited, St. Mary's.  
 Taylor-Forbes Co., Guelph.  
 James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton-Netting Co., Windsor.  
 Jas. Stewart Mfg. Co., Woodstock.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co., Tweed.

—Earl Construction Co., Athens.

**MARINE SUPPLIES**

Scythes & Co., Toronto.  
 Consumers' Cordage Co., Toronto.  
 James Morrison Brass Mfg. Co., Toronto.  
 —John Leckie & Co., Toronto.

**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co., Chicago, Ill.

**MATCH BOXES—Waterproof**

Marble Arms & Mfg. Co., Gladstone, Mich.  
 Sheet Metal Products Co., Toronto.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MATS**

See Door Mats.

**MAULS**

—Whitman & Barnes Mfg. Co., St. Catharines.  
 James Smart Mfg. Co., Brockville.  
 —Canadian-Warren Axe & Tool Co., St. Catharines.

**MEASURES—Imperial**

Sheet Metal Products Co., Toronto.

James Smart Mfg. Co., Brockville.  
 McClary Mfg. Co., London.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock.

**METALS—Ingots and Sheets**

Canada Metal Co., Toronto.  
 McClary Mfg. Co., London.  
 McClary Mfg. Co., London.  
 —A. C. Leslie & Co., Montreal.

Sheet Metal Products Co., Toronto.

—U. S. Steel Products Co., Montreal.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.  
 E. T. Wright Co., Hamilton.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**METALS—Perforated**

See Perforated Metals.

**METAL CEILINGS AND WALLS**

McFarlane-Douglas Co., Ottawa, Ont.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Pedlar People, Ltd., Oshawa.  
 —Galt Art Metal Co., Galt.

—Metallic Roofing Co., Toronto.

Metal Shingle & Siding Co., Preston.

—A. B. Ormsby Co., Toronto.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.  
 Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

—Stuart & Foster, Toronto, Ont.

—Canadian H. W. Johns-Manville Co., Toronto.

**METAL SHINGLES, SIDINGS.**

See Metal Ceilings.

**METAL SHELVING**

—Dennis Wire & Iron Works, London.

**METAL WASHBOARDS**

Meakins & Sons, Hamilton.

**METAL CONCRETE REINFORCEMENTS**

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

**METAL FILING DEVICES**

Steel Equipment Co., Ottawa.

**METAL GARAGES AND SILO ROOFS**

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

Pedlar People, Oshawa.

**METAL LATHS**

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

—Metallic Roofing Co., Toronto.

Pedlar People, Oshawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MELTING POTS AND LADLES**

Hamilton Stove & Heater Co., Hamilton.

**METHYLATED SPIRITS**

Sanderson Percy & Co., Toronto.

**MICA**

—S. Fillion & Co., Ottawa.

**MILK CAN TRIMMINGS**

See Tinware.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MILK BOTTLE CARRIERS**

Andrews Wire Works, Watford.

**MINING SCREENS**

B. Greening Wire Co., Hamilton.

**MIRRORS**

Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzinger, Bruce & Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**

Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, STICKS, CLOTHS**

Wm. Cane Sons Co., Newmarket.

Tarbox Bros., Toronto.

James Smart Mfg. Co., Brockville.

Channell Chemical Co., Toronto.

Clements Mfg. Co., Toronto.

**MOP WRINGER—Automatic**

Wm. Cane Sons Co., Newmarket.

**MORTAR COLORS**

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

—Canadian H. W. Johns-Manville Co., Toronto.

McKinnon Dash Co., St. Catharines.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co., Limited, Montreal.

—Canadian H. W. Johns-Manville Co., Toronto.

**MOTOR CYCLES**

—Iver Johnson's Arms & Cycle Works, Fitchburg, Mass.

Kinzinger, Bruce & Co., Niagara Falls.

—Russell Motor Co., Toronto.

**MOULDED RUBBER GOODS**

Gutta Percha & Rubber, Ltd., Toronto.

**MOVING PICTURE CABINETS**

—A. B. Ormsby Co., Toronto.

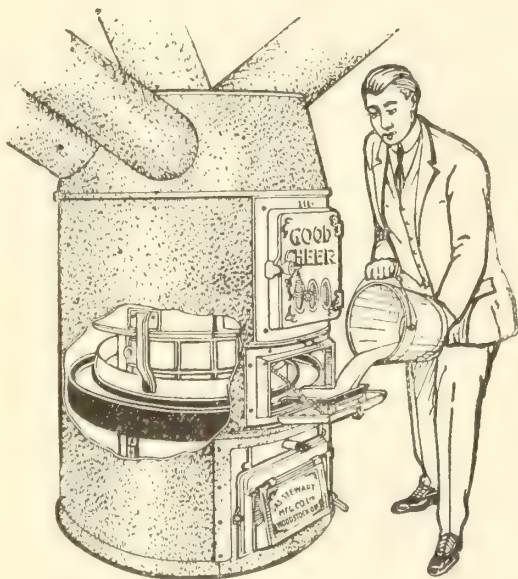
Metal Shingle & Siding Co., Preston.



# *With the Wintry Winds Blowing Coal High Priced and Money Scarce*

The false economy of the cheap furnace installation will be realized more than ever before.

Many a householder is saying "Never again anything but the best in the heating line for me," and this is where the real furnace



## *The* **"GOOD CHEER"**

with its exclusive feature the

### **CIRCLE WATER PAN COMES INTO ITS OWN**

Start right in the New Year. Raise the standard of Warm Air Heating in your town. The "Good Cheer" will aid you in this as no other furnace can. Join with us in

### **THREE CHEERS FOR THE EMPIRE AND ONE "GOOD CHEER" FOR THE HOME**

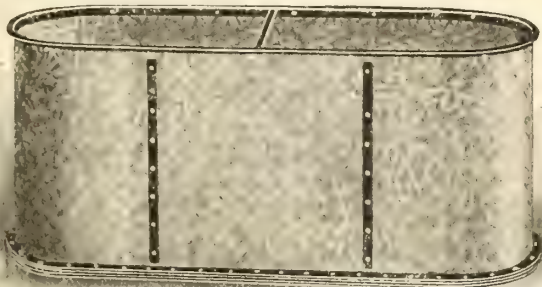
*CATALOGUE AND PRICE LIST ON APPLICATION*

## **THE JAMES STEWART MFG. CO., LIMITED** Woodstock, Ontario

*Western Warehouse: 149-151 Notre Dame Ave. E., WINNIPEG, MAN.*



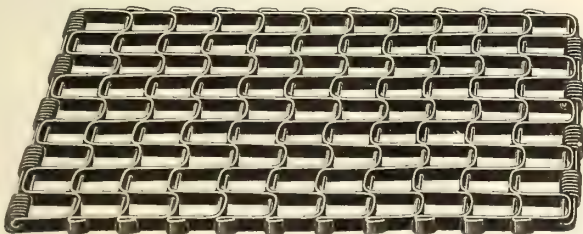
## GALVANIZED STEEL TANKS and TROUGHS for Watering Stock



There's Good Profit for You in selling Wayne Tanks. They will easily displace the old-time wooden tanks. They will stand the roughest usage. Will not dry up in summer or freeze and burst in winter. Easy to clean, easy to move wherever the water supply is.

*Catalogue and Prices on  
Application.*

**Wayne Oil Tank & Pump Co.**  
Limited  
Woodstock Ontario



## "Keystone" Flexible Steel Door Mats

The flexible, reversible, self cleaning, sanitary door mat in one continuous crimp from edge to edge without short sections. Made of the most durable non-rustable flat ribbon steel, it attains the highest degree in mat merit.

**FOR BIG SALES THIS WINTER**

stock the Keystone, it presents more salable features than any other mat of any make. Act now before the season is advanced.

*Your jobber will quote you  
or write us direct.*

**Kuhne-Anderton Mfg. Co.**  
SOLE MANUFACTURERS  
Port Hope Ontario Canada

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

### NAIL BINS

—Belair Tank & Tower Co., Montreal.

### NAIL PULLERS

Smith & Hemenway, New York.  
James Smart Mfg. Co., Brockville.  
Charles Morrill, New York, N.Y.

### NAILS (Cut)

Cowan & Britton, Ltd., Gananoque.  
Steel Co. of Canada, Ltd., Hamilton.

### NAILS (Wire)

H. S. Howland, Sons & Co., Toronto.  
Imperial Steel & Wire Co., Collingwood, Ont.  
—P. L. Robertson Mfg. Co., Milton.  
Laidlaw Bale-Tie Co., Hamilton.  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.  
Canadian Yale & Towne, Ltd., St. Catharines.

### NAME PLATES—Brass

James Morrison Brass Mfg. Co., Toronto.  
Kinzinger, Bruce & Co., Niagara Falls.

### NECK YOKES AND ACCESSORIES

McKinnon Dash Co., St. Catharines.  
—Canadian-Warren Axe & Tool Co., St. Catharines.  
—Alex. Gibb, Montreal.

### NECK YOKE TRIMMINGS

McKinnon Dash Co., St. Catharines.

### NATURAL GAS BURNERS

—Aylmer Pump & Scale Co., Aylmer.

### NETS AND NETTING

Scythes & Co., Toronto.

### NETTING—Galvanized

See Galvanized Netting.

### NICKEL-PLATED WARE

Landers, Frary & Clark, New Britain, Conn.  
Sheet Metal Products Co., Toronto.

### NIPPLES—Pipe

James Morrison Brass Mfg. Co., Toronto.

### NIPPLE HOLDERS

Armstrong Mfg. Co., Bridgeport, Conn.

### NIPPLES—Wrought Iron

Steel Co. of Canada, Hamilton.

### NUTS—Iron and Brass

Steel Co. of Canada, Hamilton.

### NUT CRACKERS

Chicago Hardware Foundry Co., Chicago, Ill.

### OAR LOCKS

McKinnon Dash Co., St. Catharines.

### OKUM

A. Ramsay & Son Co., Montreal.  
Scythes & Co., Toronto.  
James Morrison Brass Mfg. Co., Toronto.

### OILS—Lubricating

—G. F. Stephens & Co., Winnipeg.  
—A. Ramsay & Son Co., Montreal.  
—Sanderson Pearey & Co., Toronto.  
—British America Paint Co., Victoria.

### OIL CANS

Sheet Metal Products Co., Toronto.  
—Macdonald Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.  
McClary Mfg. Co., London.  
E. T. Wright Co., Hamilton.  
Thos. Davidson Mfg. Co., Montreal.

### OIL AND GASOLINE TANKS

Steel Trough & Machine Co., Tweed.  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.  
—A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Preston.  
—Erie Iron Works, St. Thomas.

### OIL STONES

—Carborundum Co., Niagara Falls, N.Y.  
—Pike Mfg. Co., Pike, N.H.  
Bowes, Jamieson, Ltd., Hamilton.

### OIL STOVES

Thos. Davidson Mfg. Co., of Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.  
Imperial Oil Co., Toronto.

### OIL STORAGE SYSTEMS

—S. F. Bowser & Co., Toronto.  
Heller-Aller Co., Windsor.  
—National Equipment Co., Toronto  
Steel Trough & Machine Co., Tweed.  
Wayne Oil Tank & Pump Co., Woodstock.

### OIL SUPPLIES

James Morrison Brass Mfg. Co., Toronto.

### OIL CUPS

—Penberthy Injector Co., Windsor.  
James Morrison Brass Mfg. Co., Toronto.

### OILERS—Engine and Machine

—Whitman & Barnes Mfg. Co., St. Catharines.  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

### OILED CLOTHING

Scythes & Co., Toronto.

### OIL CLOTHS

Dominion Oilcloth Co., Montreal.

### OILY WASTE CANS

James Morrison Brass Mfg. Co., Toronto.  
Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.  
—A. B. Ormsby Co., Toronto.

Sheet Metal Products Co., Toronto.  
McFarlane-Douglas Co., Ottawa.

### OPERA AND THEATRE CHAIRS

Stratford Mfg. Co., Stratford.  
Specialty Mfg. Co., Grimsby.  
E. T. Wright Co., Ltd., Hamilton.

### ORNAMENTAL IRON

—Dennis Wire & Iron Works Co., London.

### OXIDES

Canada Paint Co., Montreal, Que.

### PADLOCKS AND LOCKS

Canadian Yale & Towne, Ltd., St. Catharines.  
Springer Lock Mfg. Co., Belleville.

### PAISLS—Wood

Wm. Cane Sons Co., Newmarket.

### PAINTS AND OILS.

Brandram-Henderson, Ltd., Montreal.  
Canada Paint Co., Montreal.  
—Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

—British America Paint Co., Victoria.

Sanderson Pearey & Co., Toronto.

Sherwin-Williams Co., Montreal.

—G. F. Stephens & Co., Winnipeg.

—Standard Paint & Varnish Co., Windsor.

### PAINTS IN TUBES

A. Ramsay & Son Co., Montreal.

### PAINT COLOR PRESSES

Chicago Hardware Foundry Co., Chicago.

### PAINTS—Roofing and Asphalt

Brantford Roofing Co., Brantford.

—Walkerville Roofing Mfg. Co., Walkerville.

McFarlane-Douglas Co., Ottawa.

### PAINT SPRAYING MACHINES

A. Ramsay & Son Co., Montreal.

—Spray Motor Co., London.

### PAINT AND VARNISH REMOVER

Chadeloid Chemical Co., New York.

—Universal Paint & Varnish Remover Co., Tillsburg.

See Paints and Oils.

### PAINTERS' TOOLS

A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.

### PAINTERS' TRETTLES

Stratford Mfg. Co., Stratford.

—G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

McFarlane Ladder Works, Toronto.

Walker Bin & Store Fixture Co., Berlin.

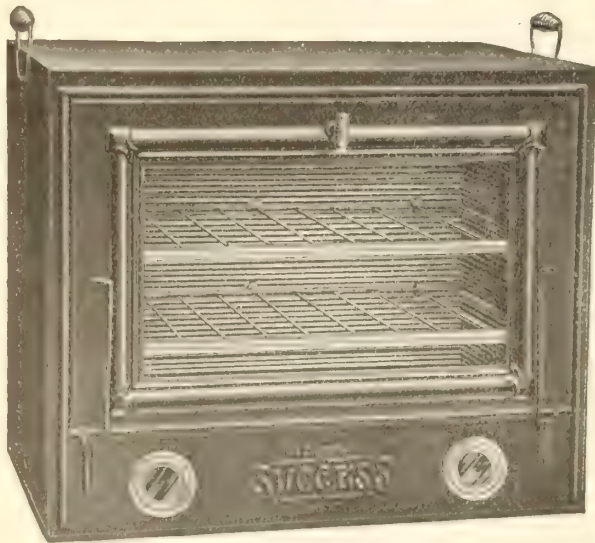


# "SUCCESS" OVENS

## Made In Canada by McClary's

Three new ovens that will make your 1915 sales your best yet. To show them is to sell them. Larger than other ovens and stronger. New features that command attention—and the prices are low.

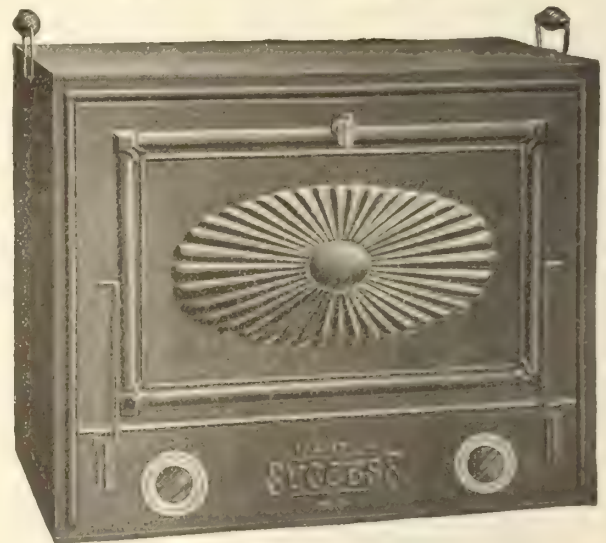
OUR No. 70 "SUCCESS"



22 in. long, 13 in. deep, 18 in. high

The glass frame held in place by sliding buttons—removed instantly by turning buttons to one side. No soldering or tinsmith required. One of the new selling features.

OUR No. 50 "SUCCESS"



22 in. long, 13 in. deep, 18 in. high

The oven door catch connects at two top corners and centre of top in ONE operation—holds the door absolutely tight. Another new selling feature.

OUR No. 30  
"SUCCESS"

22 in. long, 12½ in. deep  
17½ in. high

Anticipate your  
trade demand.



No rivets or bolts to  
become loose—joints  
are double seamed.

Lined with corrugated  
black iron each end.

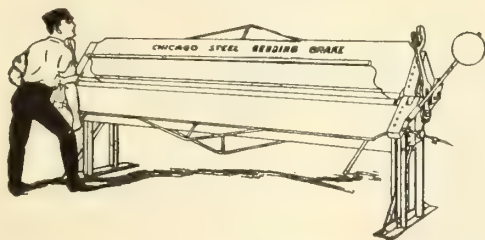
London Toronto  
Montreal Winnipeg  
Vancouver

# McClary's

Calgary Edmonton  
Saskatoon Hamilton  
St. John, N.B.



## Bring Your Shop Up-to-Date



### Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output.

The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth.

If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price  
List on request*

**The Steel Bending Brake Works**  
Chatham, Ontario **LIMITED**

## THE DAY BEFORE



Wash day used to be a day of misery for Milady of the House thinking of that dreadful washing to be done to-morrow.

But, nowadays, the Connor Ball Bearing Washer has lifted the load from the overtaxed housekeeper, and the washing is done in a jiffy—with time and energy to spare.

Are you prepared to demonstrate this machine to the prospect who will come into your store to-day?

*Made in Ottawa, Ont., by*

**J. H. Connor & Son, Ltd.**

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**PAPERHANGERS SUPPLIES**  
Sanderson Percy & Co., Toronto.  
A. Ramsay & Son Co., Montreal.

**PARIS GREEN**  
Sherwin-Williams Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Canada Paint Co., Montreal.

**PAELOE DOOE HANGERS**  
Richards-Wilcox Canadian Co., Ltd., London.  
—Allith Mfg. Co., Hamilton.  
—Canada Steel Goods Co., Hamilton.

Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

**PASTE**  
Sanderson Percy & Co., Toronto.  
—Stuart & Foster, Toronto.  
Brown, Boggs Co., Hamilton.

**PATTERNS—Wood or Metal**  
—C. Norsworthy Co., St. Thomas.

**PAVEMENT MARKERS**  
James Morrison Brass Mfg. Co., Toronto.

**PEAVEYS**  
—Canadian-Warren Axe & Tool Co., St. Catharines.  
Lachute Shuttle Co., Lachute Mills, Que.

**PERFORATED METALS**  
B. Greening Wire Co., Hamilton.  
Welland Vale Mfg. Co., St. Catharines.  
Canada Wire & Iron Goods Co., Hamilton.

**PICKS**  
Welland Vale Mfg. Co., St. Catharines.  
—Mann Axe & Tool Co., St. Stephen, N.B.  
—Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.  
**PIECED TINWARE**  
See Tinware.

**PIECED WARE**  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos Davidson & Son, Montreal.

**PIG IRON**  
Steel Co. of Canada, Hamilton.  
Samuel, Benjamin & Co., Toronto.  
**PILLOW-SHAM HOLDERS**  
Tarbox Bros., Toronto.

**PIPE CUTTERS AND VISES**  
Henry Disston & Sons, Toronto.  
Armstrong Mfg. Co., Bridgeport, Conn.  
James Morrison Brass Mfg. Co., Toronto.

—A. B. Jardine & Co., Hespeler.  
**PIPE—Lead**  
See Lead Pipe.

**PIPE**  
Wrought, Black and Galvanized  
James Morrison Brass Mfg. Co., Toronto.

James Smart Mfg. Co., Brockville.  
Canada Metal Co., Toronto.  
Steel Co. of Canada, Hamilton.

**PIPE CLAY**  
A. Ramsay & Son Co., Montreal.

**PIPE TONGS**  
James Morrison Brass Mfg. Co., Toronto.

**PIPE COUPLINGS**  
James Morrison Brass Mfg. Co., Toronto.  
Steel Co. of Canada, Ltd., Hamilton.

**PLAITING MACHINES**  
North Bros. Mfg. Co., Philadelphia.

**PLANES**  
Stanley Rule & Level Co., New Britain, Conn.  
National Mach. & Supply Co., Hamilton.

**PLASTER**  
—Albert Mfg. Co., Albert, N. B.  
Alabastine Co., Ltd., Paris.  
—Crown Gypsum Co., Lythmore.

**PLASTER OF PARIS**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Canada Paint Co., Montreal.  
Alabastine Co., Ltd., Paris.

**PLASTIC STOVE LINING**  
—G. F. Sterne & Sons, Brantford.

**PLATES AND HOOKS**  
Kick and Push, Mending  
Canadian Yale & Towne, Ltd., St. Catharines.

Stanley Works, New Britain, Conn.  
Bommer Brothers, Brooklyn.

**PLATE SCRAPERS**  
—Andrews Wire Works, Watford.

**PLIERS**  
James Morrison Brass Mfg. Co., Toronto.

James Smart Mfg. Co., Brockville.  
Crescent Tool Co., Jamestown, N.Y.  
Smith & Hemenway, New York.  
Peck, Stow & Wilcox Co., Southington, Conn.

**PLOWS—Grading**  
Meaford Wheelbarrow Co., Meaford.

**FLOW SETS—Steel**  
Canada Steel Goods Co., Hamilton.

**PLUGS—Fusible**  
James Morrison Brass Mfg. Co., Toronto.

**PLUMBING GOODS**  
See Bath and Lavatory.

**PLUMBERS' SUPPLIES**  
Henry Disston & Sons, Toronto.  
James Morrison Brass Mfg. Co., Toronto.

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.  
Canada Metal Co., Toronto.

**PLUMBERS' SUPPLIES**  
Rubber Force Cups, Washers  
Gutta Percha & Rubber, Ltd., Toronto.

**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.

Henry Disston & Sons, Toronto.  
—Frank Sand Mfg. Co., Windsor.

**PLUMB BOBS**  
Taylor-Forbes Co., Guelph.  
James Smart Mfg. Co., Brockville.  
Henry Disston & Sons, Toronto.  
Stanley Rule & Level Co., New Britain, Conn.

**PLUMBAGO**  
A. Ramsay & Son Co., Montreal.

**POLISHES—Furniture and Wood**  
—G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Percy & Co., Toronto.

Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Channell Chemical Co., Toronto.  
—Ronuk, Ltd., Toronto.

—Stuart & Foster, Toronto.  
—Glidden Varnish Co., Toronto.  
**POLISHES—Metal and Stove Pipe**  
Sherwin-Williams Co., Montreal.

Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
—Turpentine Producers' Agency, Toronto.

Nickel Plate Polish Co., Windsor.

**POLISHING CLOTHS**  
Tarbox Bros., Toronto.  
—Ronuk, Ltd., Toronto.

**POLISHING BRUSHES—Weighted**  
—Ronuk, Ltd., Toronto.  
—Boeckh Bros., Ltd., Toronto.

Meakins & Sons, Hamilton.  
**POLE LINE MATERIAL**  
Steel Co. of Canada, Hamilton.

—Canadian H. W. Johns-Manville Co., Toronto.

Lachute Shuttle Co., Lachute Mills, Que.  
**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.

**POST OFFICE EQUIPMENTS**  
Canadian Yale & Towne, Ltd., St. Catharines.

**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.

—Imperial Steel & Wire Co., Colingwood.  
McGregor, Banwell Fence Co., Walkerville.

**POULTRY SUPPLIES**  
—Collins Mfg. Co., Toronto.

—Zenner Disinfectant Co., Windsor.  
—Lee Mfg. Co., Pembroke.

**POWER HACK SAW MACHINES**  
Henry Disston & Sons, Toronto.  
E. C. Atkins & Co., Hamilton.

**POWER PRESSES AND DIES**  
Brown-Boggs Co., Hamilton.  
Steel Bending & Brake Works, Chatham, Ont.

**PRESS GUARDS**  
Brown, Boggs Co., Hamilton.

**PROPELLER FANS**  
—Canadian Buffalo Forge Co., Berlin.

**PRUNING COMPOUND**  
Sherwin-Williams Co., Montreal.



"Reliability in Rubber"



# RUBBER GOODS

## FOR THE HARDWARE TRADE

---

We make Hose of all kinds,  
Packings to suit every requirement,  
Belting for all purposes,  
Force Cups and Plumbers' Supplies,  
Tubing, Valves, Valve Discs,  
Wringer Rolls, Rubber Mats and Matting,  
Stair Treads, Interlocking Rubber Tiling,  
Automobile, Carriage and Truck Tires,  
Etc., Etc.

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SEND FOR CATALOGUE AND BOOKLETS

## Gutta Percha & Rubber, Limited

TORONTO MONTREAL WINNIPEG REGINA SASKATOON CALGARY EDMONTON  
VANCOUVER SYDNEY, MELBOURNE and PERTH, AUSTRALIA





## The boys are drilling— They must learn to SHOOT

Be ready to supply the demand for the **ROSS CADET RIFLE**—a .22 calibre Rifle officially adopted by the Canadian Government for Cadet Corps.

It is accurate, strong, handsome and sells readily for camp and general purposes.

*Retails at \$12.00*

*Write for Trade  
Discounts, etc.*

**Ross Rifle Co., Quebec, P.Q.**

## Is Your Stock Complete?

*Ironing Boards  
Sleeve Boards  
Bake Boards  
Clothes Bars  
Clothes Driers  
Ladders (all kinds)*

*A Post Card will bring  
our Catalogue*

**Stratford Mfg. Co.**

Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding  
Settees, Folding Chairs and Tables, Chairs for  
Assembly Seating, Lawn, Camp and Verandah  
Furniture, Woodenware, Park Seats, etc.

**Stratford - Ontario**

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

### PULLEYS

Canadian Fairbanks-Morse Co.,  
Montreal.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.

### PULLEYS—Clothes Line

—Canada Steel Goods Co., Hamilton.  
James Smart Mfg. Co., Brockville.

### PULLEYS—Hay Fork

—Whitman & Barnes Mfg. Co.,  
St. Catharines.  
James Smart Mfg. Co., Brockville.

### PULLEY FILLING

Gutta Percha & Rubber, Ltd., Toronto.

### PULLS—Door, Bell, Drawer

See Builders' Hardware.

### PUMICE STONE AND BRICKS

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

### PUMPS—Galvanized Iron Chain

Metal Shingle & Siding Co., Preston.

### PUMPS

House and Cistern, Plumbers'  
James Smart Mfg. Co., Brockville.  
James Morrison Brass Mfg. Co.,  
Toronto.

—Canadian Buffalo Forge Co., Berlin.  
Beatty Bros., Fergus.

### PUMPS—Water and Well

James Smart Mfg. Co., Brockville.  
Beatty Bros., Fergus, Ont.  
—Aylmer Pump & Scale Co., Aylmer.

Heller-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co.,  
Montreal.  
Exeter Mfg. Co., Exeter.

### PUMPS—Electric and Power

—Dayton Pump & Mfg. Co., Dayton,  
Ohio.  
—Canadian Buffalo Forge Co.,  
Berlin.

### PUMPS—Self-measuring

Steel Trough & Machine Co.,  
Tweed.  
—S. F. Bowser Mfg. Co., Toronto.  
Wayne Oil Tank & Pump Co.,  
Woodstock.

Heller-Aller Co., Windsor.  
**PUNCHES—Hand and Power**  
Brown, Boggs Co., Hamilton.  
Whitman & Barnes Mfg. Co., St.  
Catharines.

James Smart Mfg. Co., Brockville.

### PUSH BUTTON

Canadian Yale & Towne, Ltd., St.  
Catharines.

### PUTTY

Brandram-Henderson, Ltd., Montreal.  
Sanderson Percy & Co., Toronto.  
Canada Paint Co., Montreal.  
—Standard Paint & Varnish Co.,  
Ltd., Windsor.

—G. F. Stephens & Co., Winnipeg.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Steel Co. of Canada, Hamilton.

### QUILTING FRAME CLAMPS

Taylor-Forbes Co., Guelph.  
James Smart Mfg. Co., Brockville.

### RACKS AND HANGERS

Taylor-Forbes Co., Guelph.  
James Smart Mfg. Co., Brockville.

### RADIATORS—Hot Water and

### Steam

Gurney Foundry Co., Toronto.  
Pease Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Hamilton.  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Taylor-Forbes Co., Guelph.

### RADIATOR AIR VENTS

Hamilton Stove & Heater Co., Hamilton.  
—Penberthy Injector Co., Windsor.

### RAILINGS—Brass and Iron

James Morrison Brass Mfg. Co.,  
Toronto.

### RAKES

Welland Vale Mfg. Co., St. Catharines.  
—Canada Steel Goods Co., Hamilton.

### RANGES—Gas

See Gas Ranges.

### RANGES—Electric

See Electric Ranges.

### RANGES—Hotel

Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.  
Enterprise Foundry Co., Sackville,  
N. B.  
Hamilton Stove & Heater Co.,  
Hamilton.

### RANGES

Coal, Wood—Cast and Steel  
See Stoves and Ranges.

### RASPS

Henry Disston & Sons, Toronto.  
Nicholson File Co., Port Hope.

### RAT TRAPS

Oneida Community Ltd., Niagara  
Falls, Ont.

### RATCHET ATTACHMENTS

Armstrong Mfg. Co., Bridgeport,  
Conn.

North Bros. Mfg. Co., Philadelphia.

### RAZORS

Arch. McFarlane, Montreal.  
Geneva Cutlery Co., Geneva, N.Y.  
Gillette Safety Razor Co., Montreal.

Auto-Stop Safety Razor Co., Toronto.

### RAZOR HONES AND STROPS

—Carborundum Co., Niagara Falls,  
N. Y.

—Pike Mfg. Co., Pike, N.H.  
—Auto-Stop Safety Razor Co.,  
Toronto.

### REAMERS

—Whitman & Barnes Mfg. Co.,  
St. Catharines.

### RED LEAD

See Paints and Oils.

### REFRIGERATORS AND ICE

### CHESTS

Thos. Davidson Mfg. Co., Montreal.  
—Barnet Mfg. Co., Renfrew.

McClary Mfg. Co., London.

—Ham & Nott Co., Brantford.

—Canadian Mantel & Refrigerator  
Co., Hamilton.

Sheet Metal Products Co., Toronto.

James Smart Mfg. Co., Brockville.

Sanderson-Harold Co., Paris.

### REFRIGERATOR HARDWARE

Springer Lock Mfg. Co., Belleville.

Stanley Works, New Britain,  
Conn.

—Andrews Wire Works, Watford.

### REGISTERS—Hot Air

Canadian Heating & Ventilating  
Co., Owen Sound.

Bowes, Jamieson, Ltd., Hamilton.

Burrow, Stewart & Milne, Hamilton.

Clare Bros., Preston.

Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

James Stewart Mfg. Co., Woodstock.

—Galt Stove & Furnace Co., Galt.

Kir-Ben, Ltd., Almonte.

Tuttle & Bailey Mfg. Co., Bridgeburg.

James Smart Mfg. Co., Brockville.

—Hart & Cooley Co., New Britain,  
Conn.

Hamilton Stove & Heater Co.,  
Hamilton.

### REVOLVING DOORS

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

### RINGS—Trap Door

Stanley Works, New Britain,  
Conn.

James Smart Mfg. Co., Brockville.

### RIVETS—Steel and Brass

—Northern Bolt & Screw Co.,  
Owen Sound.

Northern Aluminum Co., Toronto.

Farmer Bulloch Co., Gananoque.

Steel Co. of Canada, Hamilton.

—P. L. Robertson Mfg. Co., Milton.

### RIVETS—Aluminum Wire

—P. L. Robertson Mfg. Co., Milton.

Northern Aluminum Co., Toronto.

### RIVETS—Harness and Belt

—P. L. Robertson Mfg. Co., Milton.

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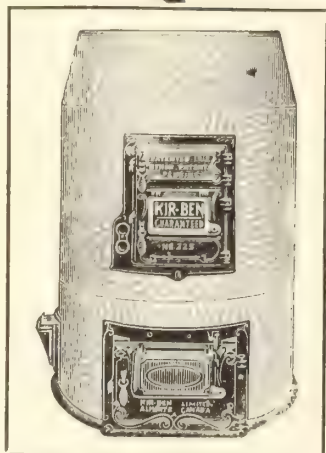
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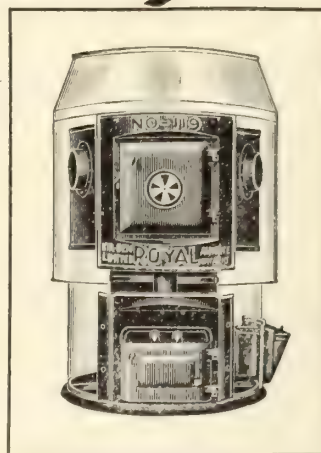


# Get Behind a Good Line and

## Push It



Kir-Ben Furnace



Royal Furnace



## THE KIR-BEN FURNACE

Has more strong, convincing, sales-making points than any other make on the market. These points are easily explained to the prospective buyer, and seldom fail to close the sale.

Fitted with Kir-Ben roller bearing duplex grate—no balls to fall out, no bolts exposed to fire. Straight fire-pot with heavy flanges and deep cup joints. Automatic damper controlled by feed door. Three damper chains give graduated control of drafts and checks from upstairs. And many other features.

*Every Kir-Ben Furnace is Guaranteed*

### THE ROYAL FURNACE

A lower priced furnace than the Kir-Ben.

### KIR-BEN CAST RANGE

Now being shipped. Designed to have more real features than any other range—nearly all of them new and exclusive. Dealers who have them are delighted and tell us their customers are more than pleased.

### KIR-BEN REGISTERS

Are entirely new in design, full size and highly finished. Prices are right.

## KIR-BEN AGENCY IS THE BEST

T. W. KIRBY

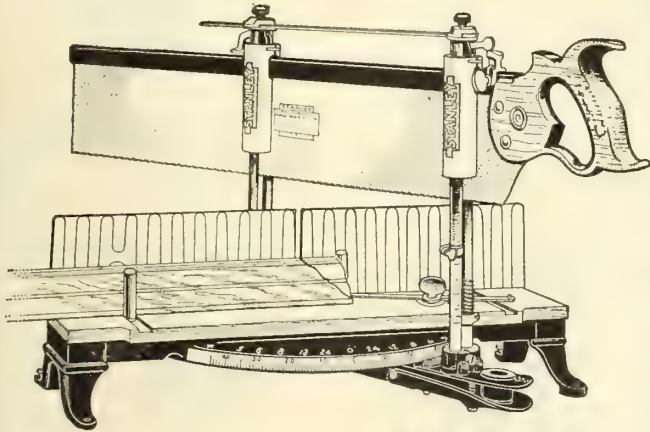
WRITE FOR OUR PROPOSITION

J. E. BENNETT

**Kir-Ben, Limited, Almonte, Ont.**



# Stanley Tools



## Stanley Mitre Boxes

**STRONG---DURABLE---ACCURATE**

### A Few Striking Features

Saw is held above work when not in use.  
Swivel is automatically locked at any angle.  
Two sockets in swivel for use of long or short saw.  
Narrow opening in back of frame, especially adapted for small work.  
Steel rod uprights for saw guides.  
Uprights adjustable for saws of varying thickness and for those that run out of true.  
Stock guides for holding work in place.  
Extra wide range of work—will saw at angle of 30 degrees.  
One-piece frame with detachable malleable iron legs.  
Construction thoroughly mechanical; all parts interchangeable and readily replaced if lost.  
Quickly and easily put together or taken apart for carrying.

**A specially made back saw  
furnished with each box.**

Every mechanic that visits your store will be interested in this up-to-date mitre box. May we send you some special circulars containing complete description?

**STANLEY RULE & LEVEL CO.**  
**NEW BRITAIN, CONN. U.S.A.**

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**RINGS—Harness**  
McKinnon Dash Co., St. Catharines.

**ROASTERS—Covered**  
Sheet Metal Products Co., Toronto.  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
Thomas Davidson Mfg. Co., Montreal.

**ROD COUPLINGS**  
Otterville Mfg. Co., Otterville.  
James Smart Mfg. Co., Brockville.

**ROPE**  
Scythes & Co., Toronto.  
—Independent Cordage Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROPE TIES**  
G. L. Griffith & Son, Stratford.

**ROSIN**  
A. Ramsay & Son Co., Montreal.  
—Turpentine Producers' Agency, Toronto.  
Sanderson Pearcey & Co., Toronto.

**ROTTENSTONE**  
A. Ramsay & Son Co., Montreal.

**ROLLING STEEL DOORS**  
Metal Shingle & Siding Co., Preston.  
—A. B. Ormsby Co., Toronto.

**ROLLS**  
Bending, Forming—Hand and Power  
Brown, Boggs Co., Hamilton.

**ROOFING AND SIDING—Metal**  
See Metal Roofing.

**ROOFING—Asphalt Slate Shingles**  
—Walkerville Roofing Mfg. Co., Walkerville.  
Brantford Roofing Co., Brantford.

**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.

**ROOFING—Prepared**  
Brantford Roofing Co., Brantford.  
—Bird & Son, Hamilton.  
—Merrick-Anderson Co., Winnipeg.

Patterson Mfg. Co., Toronto.  
H. S. Howland, Sons & Co., Toronto.  
—Canadian H. W. Johns-Manville Co., Toronto.

Canadian Supply & Contracting Co., Toronto.  
—Walkerville Roofing Mfg. Co., Walkerville.

**ROOFING SUPPLIES**  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
—Bird & Son, Hamilton.

**ROOF PAINTS AND CEMENT**  
See Roofing, Prepared.

**ROCK SALT**  
Sanderson Pearcey & Co., Toronto.

**RUBBER DIAPHRAGMS**  
Gutta Percha & Rubber, Ltd., Toronto.  
James Morrison Brass Mfg. Co., Toronto.

**RUBBER FORCE CUPS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER GRAIN DRILL TUBES**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER HOSE AND TUBING**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER MATS AND MATTING**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER PACKING**  
Gutta Percha & Rubber, Ltd., Toronto.

—Goodyear Tire & Rubber Co., Toronto.  
—Canadian H. W. Johns-Manville Co., Toronto.

**RUBBER RINGS—Fruit Jars**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER STAIR TREADS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER TILING AND FLOORING**  
Gutta Percha & Rubber, Ltd., Toronto.

Barton-Netting Co., Windsor.

**RUBBER TIRES**  
Carriage, Automobile

Gutta Percha & Rubber, Ltd., Toronto.  
—Goodyear Tire & Rubber Co., Toronto.

**RUBBING FELT**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**RUBBER WRINGEE ROLLS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**RUNNERS—Cutter and Bob**  
—Merritt & Co., Chatham.

**SAD IRONS**  
McClary Mfg. Co., London.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**SAD IRONS—Asbestos Lined**  
—Dover Mfg. Co., Canal Dover, Ohio.

Chicago Hardware Foundry Co., Chicago.

**SADDLERY HARDWARE**  
McKinnon Dash Co., St. Catharines.

**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.

Auto-Strop Safety Razor Co., Toronto.

**SAFETY VALVES**  
James Morrison Brass Mfg. Co., Toronto.

**SALTPETRE**  
Sanderson Pearcey & Co., Toronto.

**SALAMANDERS**  
Gurney Foundry Co., Toronto.  
—Erie Iron Works, St. Thomas.

**SANDPAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**  
—Red Cross Sanitary Appliance Co., Grimsby, Ont.

—Earl Construction Co., Athens.  
—Superior Mfg. Co., Hagersville.

—Parker & Whyte, Winnipeg.  
Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.

McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.

**SASH CENTRES**  
Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**SASH LIFTS AND FASTS**  
—Allith Mfg. Co., Hamilton.

Stanley Works, New Britain, Conn.

**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHTS—Lead, Iron**  
Canada Metal Co., Toronto.

—Copp Stove Co., Ft. William.  
Exeter Mfg. Co., Exeter.

James Smart Mfg. Co., Brockville.  
Brown, Boggs Co., Hamilton.

**SAWS—Hand and Mill**  
E. C. Atkins & Co., Hamilton.

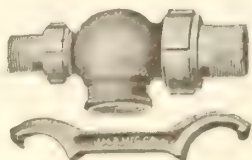
Simonds Canada Saw Co., Montreal.

—Shurly-Dietrich & Co., Galt.

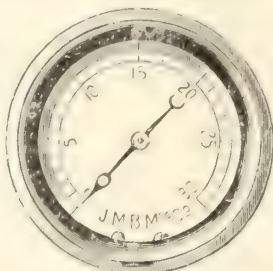




J M T Globe Valve.  
Renewable disc.



Gem Ejector for lifting  
liquids by steam pressure.



Pressure, vacuum, and record-  
ing gauges of every  
description.



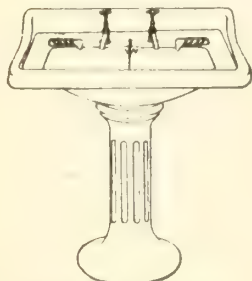
Low pressure boiler feed regulator.  
Keeps up water supply to boiler



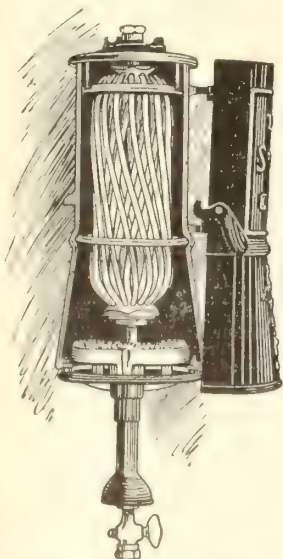
J M T angle valve.  
Renewable disc.



J M T Gate Valve.



Victorian Pedestal Lavatory  
No. 857. All china.



J M T Stack Gas Water Heater.  
Heats enough water for a bath  
tub in 10 to 15 minutes.  
Guaranteed.



When in want of  
**STEAM or WATER SUPPLIES**  
remember the  
**JMT LINE**

JAMES MORRISON TORONTO

The kind that satisfies your cus-  
tomers, the kind that gives per-  
manent and efficient service, the  
kind approved of in the provinces  
employing a board of Inspectors.

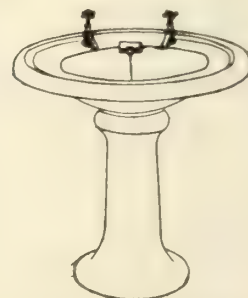
Our  
**Plumbing Specialties**  
combine goods made substantial  
in design, weight and metal for  
durability.



Brass railing work is coming more into use. We make a variety  
of this class of work for churches, theatres, public and private  
buildings, lecterns, bookstand, altar, etc.



Y Blow-off valve.  
Renewable disc.



Victorian Pedestal Lavatory  
No. 854. All china.



Low Down Closet outfits.  
Wash-down and Syphon Jet.

**The James Morrison Brass Mfg. Co.**  
93-97 Adelaide St. W., Toronto  
LIMITED





## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

Welland Vale Mfg. Co., St. Catharines.

Henry Disston &amp; Sons, Toronto.

**SAW ARBORS, ANVILS AND GAUGES**

E. C. Atkins &amp; Co., Hamilton.

Henry Disston &amp; Sons, Toronto.

James Smart Mfg. Co., Brockville.

**SAW BLADES—Hack**

E. C. Atkins &amp; Co., Hamilton.

Henry Disston &amp; Sons, Toronto.

Simonds Canada Saw Co., Montreal.

**SAW HORSES—Folding**

Henry Disston &amp; Sons, Toronto.

—McFarlane Ladder Works, Toronto.

**SAW JOINTERS**

Henry Disston &amp; Sons, Toronto.

E. C. Atkins &amp; Co., Hamilton.

Welland Vale Mfg. Co., St. Catharines.

**SAW SETS**

Taylor-Forbes Co., Guelph.

Simonds Canada Saw Co., Montreal.

Henry Disston &amp; Sons, Toronto.

Chas. Morrill, New York.

Welland Vale Mfg. Co., St. Catharines.

E. C. Atkins &amp; Co., Hamilton.

**SAW WEDGES**

—Canadian-Warren Axe &amp; Tool Co., St. Catharines.

James Smart Mfg. Co., Brockville.

Henry Disston &amp; Sons, Toronto.

**SCALES—Weighing**

Canadian Fairbanks-Morse Co., Montreal.

James Smart Mfg. Co., Brockville.

—Aylmer Pump &amp; Scale Co., Aylmer.

—Renfrew Scale Mfg. Co., Renfrew.

—O. Wilson &amp; Son, Toronto.

—W. Allaster, Montreal.

Burrow, Stewart &amp; Milne, Hamilton.

—Brantford Scale Co., Brantford.

—Gurney Scale Co., Hamilton.

**SCRAPERS**

Stanley Rule &amp; Level Co., New Britain, Conn.

James Smart Mfg. Co., Brockville.

Meaford Wheelbarrow Co., Meaford.

Taylor-Forbes Co., Guelph.

Henry Disston &amp; Sons, Toronto.

**SCHOOL SEATS**

—C. Norsworthy Co., St. Thomas.

**SCREEN AND STORM DOOR LATCH**

—Andrews Wire Works, Watford.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**

B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**

Sanderson-Harold Co., Paris.

—Ham &amp; Nott Co., Brantford.

**SCREEN DOOR SETS**

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Bommer Bros., Brooklyn.

**SCREEN DOOR CATCHES**

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

**SCREENING—Rolled**

B. Greening Wire Co., Hamilton.

**SCREWS**

Blued, Brass, Bright, Etc.

—P. L. Robertson Mfg. Co., Milton.

—Northern Bolt &amp; Screw Co., Owen Sound.

Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**

Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**

Taylor-Forbes Co., Guelph.

**SCREWDRIVERS**

Cowan &amp; Britton, Ltd., Gananogue.

North Bros. Mfg. Co., Philadelphia.

Stanley Rule &amp; Level Co., New Britain, Conn.

—P. L. Robertson Mfg. Co., Milton.

Henry Disston &amp; Sons, Toronto.

National Machinery &amp; Supply Co., Hamilton.

**SCREWDRIVERS—Pocket**

Marble Arms &amp; Mfg. Co., Gladstone, Mich.

Henry Disston &amp; Sons, Toronto.

North Bros. Mfg. Co., Philadelphia.

**SCREW DRIVERS**

Spiral and Ratchet

North Bros. Mfg. Co., Philadelphia.

**SCREW PLATES**

Wells Bros. Co. of Canada, Galt.

Butterfield Co., Rock Island, Que.

SCYTHES AND HAY KNIVES  
Welland Vale Mfg. Co., St. Catharines.**SCYTHE STONES**

—Pike Mfg. Co., Pike, N.H.

—Carborundum Co., Niagara Falls, N.Y.

**SCYTHE SNATHS**

—Dominion Snath Co., Waterville, Que.

Welland Vale Mfg. Co., St. Catharines.

**SEWER TRAPS—Back Pressure**

—C. Norsworthy Co., St. Thomas.

**SHAFT SPLICES**

G. L. Griffith &amp; Son, Stratford.

Brown-Boggs Co., Hamilton.

**SHAVING STROPS**

Auto-Strop Safety Razor Co., Toronto.

**SHEARS—Sheet Metal**

—Canadian Buffalo Forge Co., Berlin.

Peck, Stowe &amp; Wilcox Co., Southington, Conn.

Henry Disston &amp; Sons, Toronto.

Brown, Boggs Co., Hamilton.

**SHEARING MACHINES**

Brown, Boggs Co., Hamilton.

**SHEET METAL PACKAGES**

—Macdonald Mfg. Co., Toronto.

**SHEET METAL SPECIALTIES**

Burrowes Mfg. Co., Toronto.

Fairgrieve Metal &amp; Stamping Co., Toronto.

Soren Bros., Toronto.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

Thomas Davidson Mfg. Co., Montreal.

**SINGLE TREES**

—Canadian-Warren Axe &amp; Tool Co., St. Catharines.

**SHELF BOXES AND CABINETS**

—Dennis Wire &amp; Iron Works Co., London.

Cameron &amp; Campbell, Toronto.

Walker Bin &amp; Store Fixture Co., Berlin.

**SHELF SUPPORTS**

Chicago Hardware Foundry Co., Chicago, Ill.

**SHELLAC**

—Berry Bros., Walkerville.

—G. F. Stephens, Winnipeg.

Martin-Senour Co., Montreal.

A. Ramsay &amp; Son Co., Montreal.

—Turpentine Producers' Agency, Toronto.

Sanderson Pearcey &amp; Co., Toronto.

**SHINGLE AND WOOD STAINS**

See Stains.

**SHEATHING—Tarred**

—Canadian H. W. Johns-Manville Co., Toronto.

Brantford Roofing Co., Brantford.

Canadian Supply &amp; Contracting Co., Toronto.

**SHEEP SHEARING MACHINES**

Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**

Sherwin-Williams Co., Montreal.

**SHIP CHANDLERY**

James Morrison Brass Mfg. Co., Toronto.

—John Leckie &amp; Co., Toronto.

—Canadian-Warren Axe &amp; Tool Co., St. Catharines.

Scythes &amp; Co., Toronto.

**SHIP SIGNAL APPARATUS**

James Morrison Brass Mfg. Co., Toronto.

**SHIPPING BOXES**

Meakins &amp; Sons, Ltd., Hamilton.

**SHOT**

Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**

Remington U.M.C. Co., Windsor.

# YOUR CUSTOMERS WANT BABBITT METALS MADE IN CANADA

## BABBITT METALS

Made by

THE CANADA METAL CO.  
LIMITED

Give Excellent Service



Imperial Genuine  
for Heavy Loads

Harris Heavy Pressure  
for General Machinery  
Bearings

WE HAVE EVERYTHING IN METALS AND  
EVERYTHING FOR THE PLUMBER

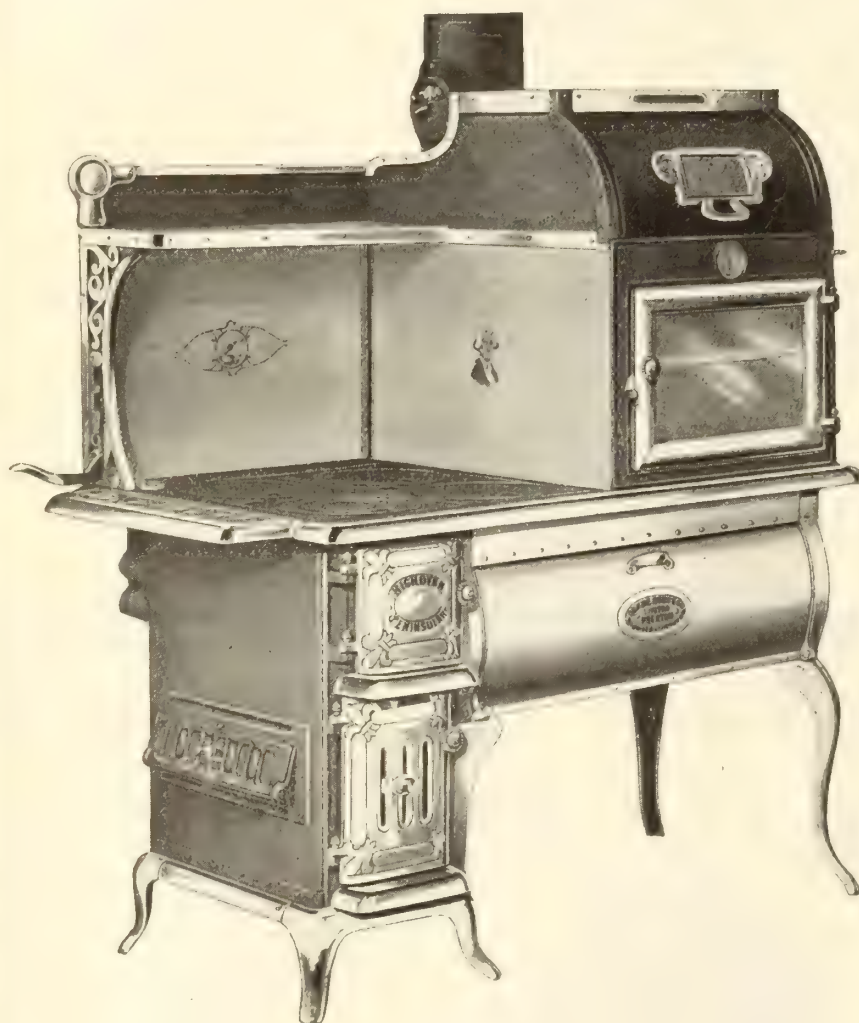
Write for Catalogue "A"—Mailed Free

THE CANADA METAL COMPANY, LIMITED  
TORONTO MONTREAL WINNIPEG



# High Oven Peninsular

## For Coal and Wood



### The Range with the Selling Features

**A High Oven**—No stooping—no heat lost, all heat effective on oven from moment fire is kindled.

**Glass Door**,—Inside of oven always visible without opening door—or stooping.

**Clear Dial Thermometer and Cooking Chart** at standing height.

**A heated, Warming closet**—just over the oven: no reaching over steaming and sputtering dishes.

**A handy place to store pots and pans**—out of sight.

**A simple Lever to make Toasting easy.**

**A choice of spotless White Enamel or beautiful Tile** at back, and side of oven.

**Inside Pot-holes (2)** for keeping in cooking odors.

The High Oven Peninsular has all the improvements your customers have been wanting.

Get a few on your floor and see the result.

# Clare Bros & Co., Limited

Preston                      Ontario



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**SHOT SHELLS**

Remington U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**

—Lundy Shovel & Tool Co., Peterborough.  
—D. F. Jones Mfg. Co., Gananoque.  
—Canadian Shovel & Tool Co., Hamilton.

**SHOWCASES**

Walker Bin & Store Fixture Co., Berlin.

**SHOWCASE HARDWARE**

Springer Lock Mfg. Co., Belleville.  
Stanley Works, New Britain, Conn.

**SHUTTER BARS**

Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

**SHUTTER KNOBS**

See Knobs.

**SINKS**

James Morrison Brass Mfg. Co., Toronto.  
Canada Metal Co., Toronto.

Bowes, Jamieson, Ltd., Hamilton.  
**SINKS—Kitchen, Enameled**

Sheet Metal Products Co., Toronto.  
James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

**SILVER SAND**

Sanderson Percy & Co., Toronto.

**SILVERWARE**

Canadian Rogers Co., Toronto.  
—Standard Silver Co., Toronto.  
Oneida Community, Ltd., Niagara Falls, Ont.  
—Meridan Britannia Co., Hamilton.  
—Ontario Silver Co., Niagara Falls.  
—McGlashan, Clarke Co., Niagara Falls.  
—Benedict Proctor Mfg. Co., Alton.

**SILVER LEAF**

See Gold Leaf.

**SKATE STAPS**

G. L. Griffith & Son, Stratford.  
—Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**

Metal Shingle & Siding Co., Preston.

—Wheeler & Bain, Toronto.

McFarlane-Douglas Co., Ottawa.

—A. B. Ormsby Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**SLATING—Black Board**

—G. F. Stephens & Co., Winnipeg.

Martin-Senour Co., Montreal.

**SLEDGES**

—Whitman & Barnes Mfg. Co., St. Catharines.

Taylor-Forbes Co., Guelph.

**SLEDS**

—Canadian Buffalo Sled Co., Preston.

—Canadian Malleable & Steel Mfg. Co., Chatham.

Richards-Wilcox Canadian Co., London.

Gendron Mfg. Co., Toronto.

**SNIPS—Tinsmiths'**

Brown, Boggs Co., Hamilton.

**SNOW SHOVELS**

—Canadian Buffalo Sled Co., Preston.

Sheet Metal Products Co., Toronto.

Lachute Shuttle Co., Lachute Mills, Que.

—Canada Steel Goods Co., Hamilton.

Jas. Stewart Mfg. Co., Woodstock.

—Erie Iron Works, St. Thomas.

—D. F. Jones Mfg. Co., Gananoque.

**SOAP—Linseed Oil**

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

—Turpentine Producers' Agency, Toronto.

Kinzinger, Bruce & Co., Niagara Falls.

**SOAP DISHES**

—Andrews Wire Works, Watford.

**SOAP URBNS**

Chas. Morrill, New York.

**SOAPSTONE**

—Pike Mfg. Co., Pike, N.H.

**SODA—Caustic**

See Caustic Soda.

**SOLDER**

Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

—Alonso W. Spooner, Ltd., Port Hope.

E. C. Atkins & Co., Hamilton.

McClary Mfg. Co., London.

**SOLDERING IRONS**

Brown-Boggs Co., Hamilton.

Sheet Metal Products Co., Toronto.

**SOLDERING COPPERS**

Brown, Boggs Co., Hamilton.

SPARK GUARDS—Wire

Barton-Netting Co., Windsor.

**SPIKES**

Steel Co. of Canada, Hamilton.

—P. L. Robertson Mfg. Co., Milton.

**SPOKESHAVES**

Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**SPOETING GOODS**

Marble Arms & Mfg. Co., Gladstone, Mich.

—A. J. Reach Co., Brantford.

—Owen Sound Steel Press Co., Owen Sound.

**SPOONS AND FORKS—Tin**

Thos. Davidson Mfg. Co., Montreal.

—McGlashan, Clarke Co., Niagara Falls.

**SPRAYERS**

Sherwin-Williams Co., Montreal.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Canadian Fairbanks-Morse Co., Montreal.

—Collins Mfg. Co., Toronto.

—Spray Motor Co., London.

Specialty Mfg. Co., Grimsby.

**SPRINGS AND AXLES**

—Guelph Spring & Axle Co., Guelph.

Taylor-Forbes Co., Guelph.

**SPRING HINGES**

Bommer Bros., Brooklyn.

Taylor-Forbes Co., Guelph.

Chicago Spring Butt Co., Chicago.

**SPRINKLERS—Automatic, Fire**

James Morrison Brass Mfg. Co., Toronto.

**SPRINKLERS—Lawn**

Taylor-Forbes Co., Guelph.

James Morrison Brass Mfg. Co., Toronto.

**SQUARES—Try and Mitre**

Stanley Rule & Level Co., New Britain, Conn.

Henry Disston & Sons, Toronto.

**STAMPED WARE**

Sheet Metal Products Co., Toronto.

Thomas Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

E. T. Wright Co., Hamilton.

**STAMPING MACHINES**

Brown, Boggs Co., Hamilton.

**STAY ROLLERS**

Richards-Wilcox Canadian Co., Ltd., London.

Taylor-Forbes Co., Guelph.

**STAYS—Transom**

Canadian Yale & Towne, Ltd., St. Catharines.

**STABLE FITTINGS.**

Metal Shingle & Siding Co., Preston.

—Canadian Malleable & Steel Mfg. Co., Chatham.

—Dennis Wire & Iron Works Co., London.

Steel Trough & Mfg. Co., Tweed.

Beatty Bros., Fergus.

**STAINS**

See Paints.

**STAIR PLATES**

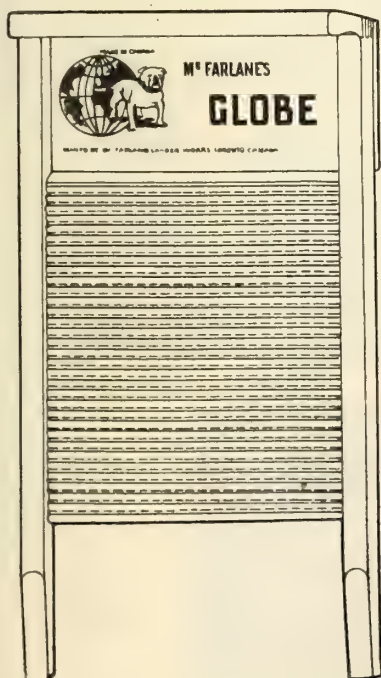
Steel Equipment Co., Ottawa.

**STAPLES**

Steel Co. of Canada, Hamilton.

—Canada Steel Goods Co., Hamilton.

# The House of Quality



We SPECIALIZE in—

STEP LADDERS  
EXTENSION LADDERS  
IRONING STANDS  
LAWN SETTEES  
LAWN CHAIRS  
HAMMOCK CHAIRS  
FRUIT PICKERS LADDERS  
PAINTERS SUPPLIES  
BAKE BOARDS  
CLOTHES BARS  
CURTAIN STRETCHERS  
WASH BOARDS

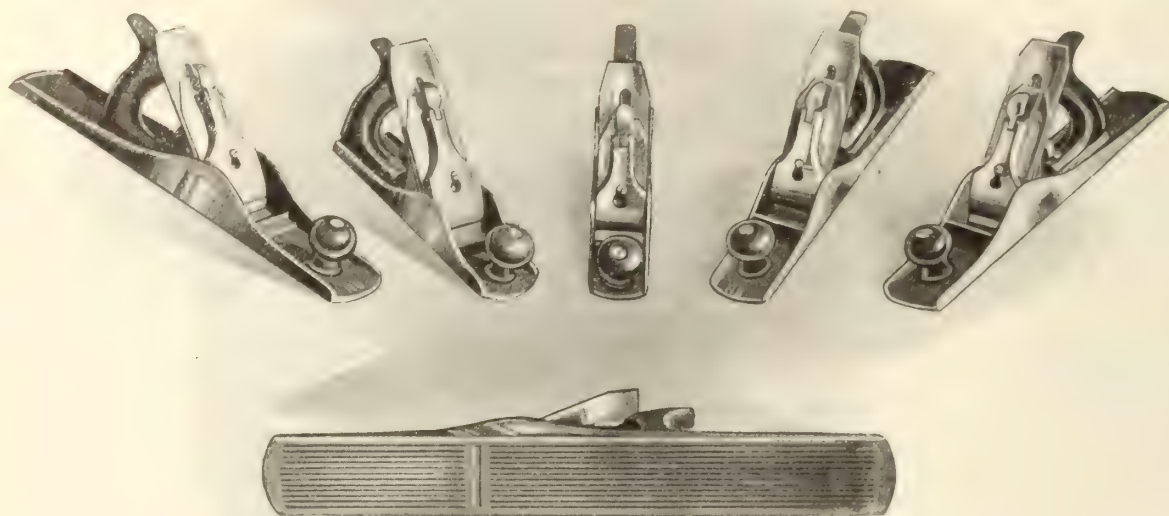
When you buy a McFarlane made article you get a guarantee as to quality and service.

Write for New Catalogue



## McFarlane Ladder Works - Toronto





## NATIONAL PLANES

*National Planes are the Latest additions to our Line*

Every Plane is thoroughly inspected before leaving the factory, and each Plane carries with it the National Guarantee of Quality and Accuracy. The blade is made of a special high grade tool steel, is finely tempered in oil and accurately ground and honed.

*Write us for Prices*

WE ALSO MANUFACTURE A COMPLETE LINE OF  
Vises, Clamps, Handscrews, Screw-drivers, Hacksaw Frames





## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

Cowan & Britton, Ltd., Gananoque.  
Laidlaw Bale-Tie Co., Hamilton.

**STEAMFITTERS' SUPPLIES**

Gurney Foundry Co., Toronto.  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co., Toronto.

—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

**STEAM JACKET KETTLES**

Gurney Foundry Co., Toronto.

**STEEL**

Angle, Bar, Band, Channel, Forging, Machinery, Rods, Sleigh Shoe, Tie Plates, Toe Caulk, Open Hearth, Blooms, Billets, Wire Rods, Etc.

Steel Co. of Canada, Ltd., Hamilton.  
—London Rolling Mills Co., London.

**STEEL—Crucible**

Henry Disston & Sons, Toronto.

**STEEL SASH**

—A. B. Ormsby Co., Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.

**STEEL SHELVE**

—Dennis Wire & Iron Works Co., London.

Specialty Mfg. Co., Grimsby.

**STEEL WIRE BRUSHES**

Boeckh Bros. Co., Toronto.

**STEEL WOOL**

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**STEEL WIRE CHAINS**

B. Greening Wire Co., Hamilton.

**STEEL RULES—Machinists'**

Lufkin Rule Co. of Canada, Windsor.

**STEEL SPRINKLERS**

Steel Trough & Machine Co., Tweed.

**STEP LADDERS**

McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

**STORAGE BATTERIES**

Canadian Fairbanks-Morse Co., Montreal.

**STICKS—Hockey**

Drayton Mills, Ltd., Drayton, Ont.

**STORM WINDOW HINGES**

Watrous-Acme Mfg. Co., Des Moines, Iowa.

**STOVE LINING**

—G. F. Sterne & Sons, Brantford.

**STOVE TRIMMINGS**

Radiant Electric Co., Grimsby.  
Hamilton Stove & Heater Co., Hamilton.

Hall-Zryd Foundry Co., Hespeler.

**STOVES AND RANGES**

Bowes, Jamieson, Ltd., Hamilton.  
—Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

—Adam Hall, Ltd., Peterborough.

—Collins Mfg. Co., Toronto.

—Copp Stove Co., Fort William.

Clare Bros. & Co., Preston.

Thos. Davidson Mfg. Co., Montreal.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Specialty Mfg. Co., Grimsby.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall-Zryd Foundry Co., Hespeler.

Hamilton Stove & Heater Co., Hamilton.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

Harriston Stove Co., Harriston.

—D. J. Barker Foundry Co., Picton.

Supreme Heating Co., Welland.

—Lee Mfg. Co., Pembroke.

—Record Foundry Co., Moncton.

—Chas. Fawcett Foundry Co., Sackville, N.B.

—Percival Plow & Stove Co., Merri-  
ckville.

—Doherty Mfg. Co., Sarnia.

—Wm. Buck Stove Co., Brantford.

—See also Gas Ranges.

**STOVES AND RANGES—Gas**

See Oil Stoves.

**STOVES—Oil and Gasoline**

See Oil Stoves.

**STOVES—Laundry**

Gurney Foundry Co., Toronto.

Canadian Heating & Ventilating Co., Owen Sound.

Enterprise Foundry Co., Sackville, N.B.

Jas. Stewart Mfg. Co., Woodstock.

Bowes, Jamieson, Ltd., Hamilton.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

**STOVE BOARDS**

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

E. T. Wright Co., Ltd., Hamilton.

Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

**STOVE PUTTY**

—G. F. Sterne & Sons, Brantford.

**STOVEPIPE DAMPERS**

Eureka Damper Co., Montreal.

Taylor-Forbes Co., Guelph.

**STOVEPIPE EYES**

Steel Co. of Canada, Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

**STOVE PIPE SUNDRIES**

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

Specialty Mfg. Co., Grimsby.

—Collins Mfg. Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

**STOVE AND RANGE CASTERS**

Chicago Hardware Foundry Co., Chicago, Ill.

Moffat Stove Co., Weston.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

**STOVE POLISH**

Duncan Electric Co., Montreal.

Bowes, Jamieson, Ltd., Hamilton.

Nickel Plate & Stove Polish Co., Windsor, Ont.

**STOCKS AND DIES**

Armstrong Mfg. Co., Bridgeport, Conn.

—A. B. Jardine & Co., Hespeler.

**STORE CARRYING SYSTEMS**

Richard-Wilcox Canadian Co., New York.

—Gipe-Hazard Mfg. Co., Toronto.

**STORE LADDERS**

Richards-Wilcox Canadian Co., London.

Milbradt Mfg. Co., St. Louis, Mo.

**STORE FRONTS, METAL**

Canadian Store Front Co., Hamilton.

Hobbs Mfg. Co., London.

Consolidated Plate Glass Co., Toronto.

—Dennis Wire & Iron Works Co., London.

—A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

Kawneer Mfg. Co., Toronto.

**STRAIGHT EDGES**

Henry Disston & Sons, Toronto.

Steel Bending Brake Works, Chat-ham.

**STRAINERS—Brass**

—Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co., Toronto.

**SUGAR KETTLES**

Gurney Foundry Co., Toronto.

—Erie Iron Works, St. Thomas.

Exeter Mfg. Co., Exeter.

**SWINGS—Lawn**

Stratford Mfg. Co., Stratford.

**SULPHUR**

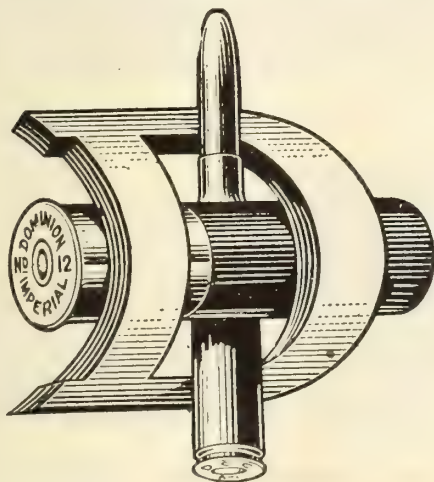
A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**SWITCHES—Train Rail**

Canadian Yale & Towne, Ltd., Catharines.

# Fills the Bag and Increases Turnover



YOUR customers demand Dominion Ammunition---they know that eye and gun linked up with dependable cartridges --- Dominion Cartridges --- mean good sport and successful sport.

The steady call for Dominion Cartridges means live stock that moves---clean shelves that present an attractive appearance and increased sales of guns and other hunters supplies.

**DOMINION** *The only ammunition entirely made in Canada.*

## Dominion Cartridge Company, Ltd., Montreal



# Berlin Hardware Display Cabinets Silent Salesman and Counters

Will Increase the Selling Efficiency of Your Store

**By Saving your Time and  
that of your Customers**

Berlin Display Cabinets  
will make your goods sell  
faster and with less per-  
sonal salesmanship.

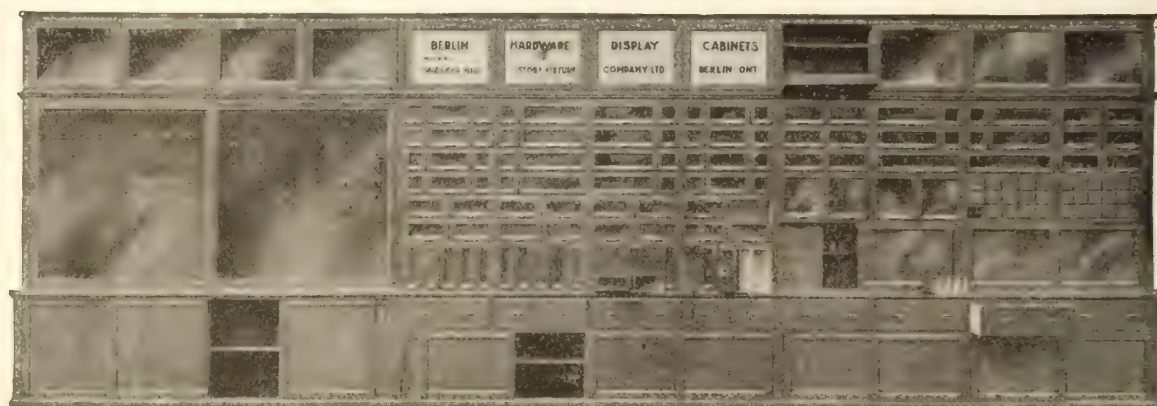
**By Saving Valuable  
Floor Space**

A place is provided for  
everything so arranged  
that every inch of space  
is properly utilized.

**By Saving your Goods  
from Spoilage**

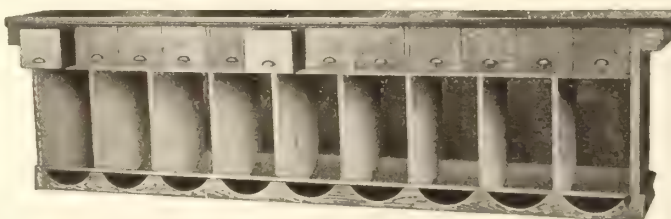
Articles displayed are kept ab-  
solutely free from dust and so  
retain their original good finish  
and make a stronger appeal  
to prospective buyers.

**By Imparting to your Store that Appearance that Begets in your  
Customers the Confidence of Receiving Best Goods and Service**



Berlin Hardware Display Cabinet—made in best Oak and beautifully finished

Equipped with one  
row of 8 inch deep  
drawers and row of  
nail compartments  
Also with Remov-  
able Bins.



Rear elevation of solid panel counter usually made up  
36 inches high, 28 inches or 30 inches wide—any length.

May be made  
up with two rows  
of nail compart-  
ments or with  
open shelves.

*Write us for Illustrated Catalogue and Estimates.*

## The Walker Bin & Store Fixture Co., Limited

Berlin

*Manufacturers and Designers of  
Modern Store Fixtures*

Ontario



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**SYPHONS OR EJECTORS**

—Penberthy Injector Co., Windsor.  
James Morrison Brass Mfg. Co., Toronto.

**TABLE CUTLERY**

Arch. McFarlane, Montreal.  
Oneida Community, Niagara Falls, Ont.  
Canadian Rogers Co., Toronto.

**TACKS**

Steel Co. of Canada, Hamilton.  
Parmenter Bulloch Co., Gananoque.

**TAILORS' IRON HEATERS**

Bowes, Jamieson, Ltd., Hamilton.  
Gurney Foundry Co., Toronto.

**TANKS**

James Morrison Brass Mfg. Co., Toronto.

**TANKS & SILO TUGS**

Otterville Mfg. Co., Otterville.

**TANKS—Galvanized**

Metal Shingle & Siding Co., Preston.

—A. B. Ormsby Co., Toronto.  
Wayne Oil Tank & Pump Co., Woodstock.

Heller-Aller Co., Windsor.  
Steel Trough & Machine Co., Tweed.

—Erie Iron Works, St. Thomas.  
—Earl Construction Co., Athens.

Sheet Metal Products Co., Toronto.

**TAMPING AND DIGGING BARS**

—Canadian-Warren Axe & Tool Co., St. Catharines.

Welland Vale Mfg. Co., St. Catharines.

**TAPES—Measuring**

Lufkin Rule Co. of Canada, Windsor.

**TAPS AND DIES**

Wells Bros. of Canada, Galt.

**TAPS—Blacksmiths' Calk**

Wells Bros. of Canada, Galt.

**TAPS—Machine Screw, Stove Bolt**  
Wells Bros. of Canada, Galt.

Steel Co. of Canada, Hamilton.

**TAPS—Water**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.  
—Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

**TAR AND PITCH**

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Canadian Supply & Contracting Co., Toronto.

**TARPAULINS**

Scythes & Co., Toronto.

**TARRED FELTS AND SHEATHING**

Canadian Supply & Contracting Co., Toronto.

**TENTS AND AWNINGS**

—J. J. Turner & Son, Peterborough.

Scythes & Co., Toronto.

—Guelph Tent & Awning Co., Guelph.

Smart-Woods Co., Ottawa.

**THERMOMETERS**

James Morrison Brass Mfg. Co., Toronto.

**TILE—Floor, Wall, Mantel**

Barton-Netting Co., Windsor.  
Gutta Percha & Rubber, Ltd., Toronto.

**TINPLATES**

See Metals.

**TIE PLATES**

Steel Co. of Canada, Hamilton.

**TINNERS' TRIMMINGS**

See Tinware.

**TINSMITHS' MACHINERY AND TOOLS**

Brown-Boggs Co., Hamilton.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Steel Bending & Brake Works,  
Chatham, Ont.

**TINSMITHS' SHEARS**

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Brown, Boggs Co., Hamilton.

**TINWARE**

Soren Bros., Toronto.

Fairgrieve Metal and Stamping Co.,  
Toronto.

Sheet Metal Products Co., Toronto.

See also Enamelware.

**TOASTERS**

See Tinware.

Sheet Metal Products Co., Toronto.

See Electric Toasters.

—Andrews Wire Works, Watford.  
Barton-Netting Co., Windsor.

**TOBACCO CUTTERS**

North Bros. Mfg. Co., Philadelphia.

Taylor-Forbes Co., Guelph.

**TOUCHES—Plumbers'**

Canada Metal Co., Toronto.

James Morrison Brass Mfg. Co.,  
Toronto.

**TOOLS—Mechanics'**

—Frank Sand Mfg. Co., Windsor.  
Henry Disston & Sons, Toronto.

Allan Hills Edge Tool Co., Galt.  
North Bros., Philadelphia, Pa.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

—G. F. Stephens & Co., Winnipeg.  
Stanley Rule & Level Co., New  
Britain, Conn.

**TOOL GRINDERS**

Taylor-Forbes Co., Guelph.

**TRAPS, LAVATORY**

James Morrison Brass Mfg. Co.,  
Toronto.

—Canadian H. W. Johns-Manville  
Co., Toronto.

—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.

Canada Metal Co., Toronto.

**TOY SAND PAILS & SHOVELS**  
—Macdonald Mfg. Co., Toronto.

**TRAPS—Mouse and Game**  
Oneida Community, Ltd., Niagara  
Falls, Ont.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

**TRAPS—Bat**

Canada Wire & Iron Goods Co.,  
Hamilton.

Oneida Community, Ltd., Niagara  
Falls, Ont.

**TRAPS—Steam**

James Morrison Brass Mfg. Co.,  
Toronto.

**TREE TRIMMERS**

Taylor-Forbes Co., Guelph.

**TROLLEY TRACKS AND BRACKETS**

Canadian Yale & Towne, Ltd., St.  
Catharines.

—Canada Steel Goods Co., Hamil-  
ton.

**TROUGHS—Stable, Hog, Water**

See Tanks.

**TROWELS**

E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**TRUNK HARDWARE**

Springer Lock Mfg. Co., Belle-  
ville.

**TRUCKS—Warehouse**

Canadian Fairbanks-Morse Co.,  
Montreal.

—Gurney Scale Co., Hamilton.

Burrow, Stewart & Milne, Hamil-  
ton.

**TRUCKS—Woven Wood**

Meakins & Sons, Hamilton.

Meaford Wheelbarrow Co., Mea-  
ford.

**TUB STANDS**

Cummer-Dowdell, Ltd., Hamilton.

Otterville Mfg. Co., Otterville.

J. H. Connor & Son, Ottawa.

**TUBES—Brass and Copper**

James Morrison Brass Mfg. Co.,  
Toronto.

**TUBING—Portable Gas**

James Morrison Brass Mfg. Co.,  
Toronto.

Bowes, Jamieson, Ltd., Hamilton.

**TUNGSTEN LAMPS**

Canadian Tungsten Lamp Co.,  
Hamilton.

Canadian Sunbeam Lamp Co., To-  
ronto.

Northern Electric Co., Montreal.

—Flexible Conduit Co., Guelph.

**TUENBUCKLES**

Steel Co. of Canada, Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**TURNABLES—Tram Rail**

Canadian Yale & Towne, Ltd., St.  
Catharines.

**TURPENTINE**

—Turpentine Producers' Agency,  
Toronto.

See also Paints.



Style "A" Square Corrugated Conductor Elbows and Shoes.

Bent on the wide side—75 degrees—two sizes.

We make Elbows of all descriptions for all purposes.



## SQUARE

### Corrugated Conductor Pipe and Conductor Elbows

—The fashion that is coming into vogue more and more every day—because Square Corrugated Pipe looks classy on a building, and because it has a greater expanding capacity than Round Corrugated. Freezing will not split it.

**RIDGE ROLL**

10-ft. lengths, and any girth you want. We carry a very complete line of all materials required by roofing plumbers.

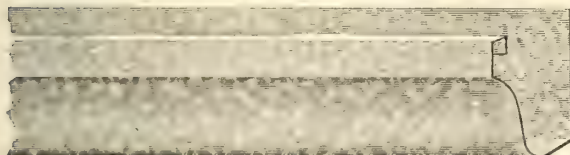
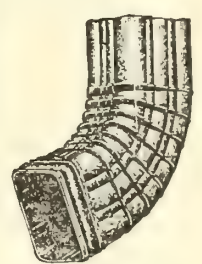
## MADE IN CANADA



Style "B" Square Corrugated Conductor Elbows and Shoes.

Bent on the narrow side—75 degrees—two sizes.

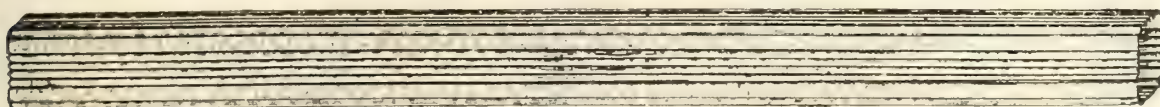
If you want Elbows of any kind come to us.

**O. G. SQUARE BEAD TROUGH**

Made absolutely true and straight—ends match perfectly—10-ft. lengths—four sizes.

**O. G. ROUND BEAD TROUGH**

Guaranteed to fit accurately—10-ft. lengths—all standard sizes.

**SQUARE CORRUGATED CONDUCTOR PIPE 10-ft. lengths—two sizes**

Note that this pipe is corrugated. This gives it a great degree of expansion, as well as adding to its beauty as an architectural embellishment. It may be frozen solid without danger of splitting.

GOODS ALWAYS IN STOCK—PROMPT SHIPMENTS CERTAIN.

# E. T. WRIGHT CO., LIMITED

# HAMILTON, CANADA



## Cadillac Vacuum Cleaners

*Made in Canada  
by Canadian Workmen*

### Model E Electric Cleaner

For use in ordinary sized house

Has the following features of special interest to all dealers and users of Vacuum Cleaners:

A Powerful Motor, A Six-bladed Steel Fan, the largest on any portable cleaner, A specially treated dust bag. A well insulated handle with push button Switch. A Rotary bristle brush in nozzle and all parts fully guaranteed.

#### MODEL S

Wood top-mahogany, piano finish. Three bellows of highest grade rubber treated cloth. Jeans x Jeans. All parts nickel plated.



*Write for Booklet  
and Discounts*

*We manufacture the most complete line of  
Vacuum Cleaners in the world.*

*Seven different models ranging in price  
from \$9.50 to \$45.00.*

**Clements Manufacturing Co., Limited**  
84 Duchess St., TORONTO

## You Can Pick A "Winner" With Your Eyes Shut

You can  
get 100%  
file effi-  
ciency by choosing  
one of these five famous files :

**KEARNEY & FOOT  
GREAT WESTERN  
AMERICAN  
ARCADE  
GLOBE**

*Made in Canada*

They're all Nicholson-Made. That means "Made right"—from the right material—under the strict supervision of experts at every step. It means that every file, before shipment, has passed the most rigid tests.

You "play safe" in using these famous files. After 50 years, they're still "making good"—at the rate of sixty million a year.

It costs more to wear out a single file—than to use two new ones instead.

**NICHOLSON  
FILE COMPANY**

Dealers Everywhere

Port Hope

Ontario

"FILE PHILOSOPHY" and our complete  
catalog—sent on request.

## Your Customers Need Them

### Samuels' Dustless Ash Sifter

A saver of coal,  
time, and need-  
less work.  
Price and quality  
combine to make  
it a fast seller.

*Ask your jobber  
for prices on  
these lines.*



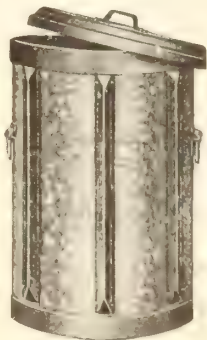
Practically Dustless; Easily  
Operated.

### Samuels' Indestructible Garbage Can

Made of extra heavy galvan-  
ized iron with V-shaped metal  
staves riveted to the body.  
Smooth interior—no dirt-  
catching corrugations.

**J. Samuels**

Queen and McCaul Streets  
Toronto



Made in 3 Sizes



# "The Famous Five Keep Trade Alive"

You start  
an "endless  
chain" of  
business when you  
sell these famous files

## KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

*Made in Canada*

You sell more than just a file.  
You sell the net results of 50  
years' experience. The econo-  
my of a 60,000,000 output per  
year. The uniform quality  
that marks thorough atten-  
tion to every detail.

You sell 100% efficient file  
service. The kind that brings  
buyers back for *more*.

And you get the benefit of our  
extensive advertising cam-  
paign to file users in Machin-  
ery, Railway, Marine, Lum-  
ber and other important in-  
dustries. A campaign that  
runs continuously from Jan-  
uary 1st to December 31st.

(See specimen ad. to file  
users on opposite page)

# NICHOLSON FILE COMPANY

Jobbers Everywhere  
Port Hope Ontario

## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

**TWINE**  
See Cordage and Twine.

**TYPEWRITERS**  
Canadian Fairbanks-Morse Co.,  
Montreal.

**UMBRELLA STANDS**  
Springer Lock Mfg. Co., Belleville.  
—Chadwick Brass Co., Hamilton.

**URINALS AND FITTINGS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**VACUUM BOTTLES**  
Landers, Frary & Clark, New Brit-  
ain, Conn.

**VACUUM CLEANERS**  
Clements Mfg. Co., Toronto.  
Onward Mfg. Co., Berlin.

**VALVES—Brass and Iron**  
James Morrison Brass Mfg. Co.,  
Toronto.  
Taylor-Forbes Co., Guelph.  
Canadian Fairbanks-Morse Co.,  
Montreal.

**VALVES—Foot**  
—Penberthy Injector Co., Wind-  
sor.  
James Morrison Brass Mfg. Co.,  
Toronto.

**VALVES—Regrinding Brass**  
—Penberthy Injector Co., Wind-  
sor.

**VALVES—Steam**  
Gurney Foundry Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

**VALVES AND UNIONS**  
James Morrison Brass Mfg. Co.,  
Toronto.  
—Penberthy Injector Co., Wind-  
sor.  
—Dart Union Co., Toronto.

**VARNISHES**  
Benj. Moore & Co., Toronto.  
Lowe Bros., Ltd., Toronto.  
Brandram-Henderson, Ltd., Mont-  
real.  
—Standard Paint & Varnish Co.,  
Ltd., Windsor.  
Canada Paint Co., Montreal.  
—Berry Bros., Walkerville.  
—Glidden Varnish Co., Toronto.  
G. F. Stephens & Co., Winnipeg.  
Sanderson Percy & Co., Toronto.  
Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
—Turpentine Producers' Agency,  
Toronto.  
—International Varnish Co., To-  
ronto.  
—Dougall Varnish Co., Montreal.  
Ottawa Varnish Co., Ottawa.  
Harland Varnish Co., Toronto.  
—Penfound Varnish Co., Toronto.  
—Holland Varnish Co., Montreal.  
—James Langmuir & Co., Oak-  
ville.  
See also Floor Varnishes.

**VENTILATORS—Metal**  
Metal Roofing & Siding Co., Pres-  
ton.  
—Metallic Roofing Co., Toronto.  
—A. B. Ormsby Co., Toronto.  
—Brantford Oven & Rack Co.,  
Brantford.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.  
—Wheeler & Bain, Toronto.  
McClary Mfg. Co., London.  
McFarlane-Douglas Co., Ottawa.  
—Canadian Buffalo Forge Co.,  
Berlin.

**VATS—Steel Cheese**  
Steel Trough & Machine Co.,  
Tweed.

**VICES**  
Stanley Rule & Level Co., New  
Britain, Conn.  
North Bros. Mfg. Co., Philadel-  
phia.  
National Mach. & Supply Co.,  
Hamilton.  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co.,  
Toronto.  
Brown, Boggs Co., Hamilton.  
Armstrong Mfg. Co., Bridgeport,  
Conn.

**WAGON JACKS**  
Richards-Wilcox Canadian Co.,  
London.

**WAGON WATER TANKS**  
Steel Trough & Machine Co.,  
Tweed.

**WALL BOARD**  
—Walkerville Roofing Mfg. Co.,  
Walkerville.

Brantford Roofing Co., Brantford.  
—Bird & Son, Hamilton.

**WALL PLUGS**  
Metal Roofing & Siding Co., Pres-  
ton.  
—A. B. Ormsby Co., Toronto.  
Lachute Shuttle Co., Lachute Mills,  
Que.

**WAFFLE IRONS**  
Taylor-Forbes Co., Guelph.  
Specialty Mfg. Co., Grimsby.

**WASH BOARDS**  
Wm. Cane Sons Co., Newmarket.  
—Meakins & Sons, Hamilton.  
Cummer-Dowswell, Ltd., Hamil-  
ton.

**WASH BOILERS**  
See Tinware.

**WASH TUBS**  
Wm. Cane Sons Co., Newmarket.  
Sheet Metal Products Co., Toron-  
to.

**WASHING MACHINE HINGES**  
Stanley Works, New Britain,  
Conn.

**WASTE BASKETS—Steel**  
Steel Equipment Co., Ottawa.  
—A. B. Ormsby Co., Toronto.

**WASTE BASKETS—Wire**  
—Andrews Wire Works, Watford.

**WASTE—Cotton and Wool**  
Scythes & Co., Toronto.

**WASHERS—Wrought and Cast**  
Steel Co. of Canada, Hamilton.  
Stanley Works, New Britain,  
Conn.

Cowan & Britton, Ltd., Gananoque.  
—P. L. Robertson Mfg. Co., Mil-  
ton.  
—London Rolling Mills Co., Lon-  
don.

Taylor-Forbes Co., Guelph.  
Steel Co. of Canada, Hamilton.

**WASHERS—Metal**  
Stanley Works, New Britain,  
Conn.

Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.  
Canada Metal Co., Toronto.

**WASHERS—Rubber**  
Gutta Percha & Rubber, Ltd., To-  
ronto.  
—Goodyear Tire & Rubber Co.,  
Toronto.

**WASHING MACHINES**  
Beatty Bros., Fergus, Ont.  
J. H. Connor & Son, Ottawa.  
Cummer-Dowswell, Ltd., Hamilton.  
Maxwells, Limited, St. Mary's.  
—Easy Washer Co., Toronto.  
Geo. C. Kaitting & Son, Galt.  
McClary Mfg. Co., London.  
—Berlin Woodenware Co., Berlin.  
Taylor-Forbes Co., Guelph.  
—Henderson & Richardson, Mont-  
real.  
One Minute Mfg. Co., Toronto.

**WASHING MACHINES**  
Electric and Gasoline  
Geo. C. Kaitting & Son, Galt.  
Maxwells, Limited, St. Mary's.  
J. H. Connor & Son, Ottawa.  
One Minute Mfg. Co., Toronto.  
Beatty Bros., Fergus.  
Cummer-Dowswell, Ltd., Hamilton.

**WASHING MACHINES — Water**  
Motor  
Geo. C. Kaitting & Son, Galt.

**WASHING SODA**  
A. Ramsay & Son Co., Montreal.

**WASHING COMPOUND**  
Williams' Chemical Co., Russell.

**WATER HEATERS—Gas, Coal,**  
Wood

See Stoves and Ranges.

**WATER GAUGES**  
—Penberthy Injector Co., Wind-  
sor.  
James Morrison Brass Mfg. Co.,  
Toronto.  
—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.

**WATER BOWLS**  
Beatty Bros., Fergus, Ont.  
Sheet Metal Products Co., Toron-  
to.

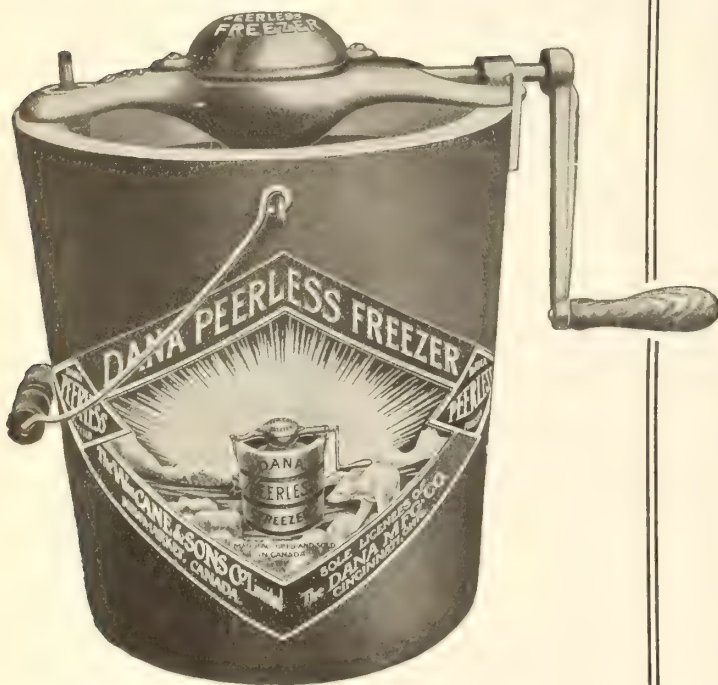
—A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Pres-  
ton.

**WATER GLASS MOUNTINGS**  
James Morrison Brass Mfg. Co.,  
Toronto.  
—Wallaceburg Brass & Iron Mfg.  
Co., Wallaceburg.



# The Only Canadian Made Freezer on the Market

## *The Dana Peerless*



### *We also Manufacture :*

Wash Boards (Made in 13 styles)  
Wooden Pails  
Wooden Wash Tubs  
Bake Boards  
Bread Plates, Mops  
Egg Crates, Clothes Pins  
and other specialties.

In choosing a first-class Freezer to manufacture in Canada for the Canadian trade we decided on the Dana Peerless Freezer as being the Fastest Freezer, the Most Economical, Simplest and the Easiest Turned.

These Freezers will cost you less money than imported ones of equal merit, finish and quality, and every Peerless Freezer you buy is helping to fill the dinner pail of Canadian workmen employed in their manufacture and of increasing the volume of trade at home, rather than of sending our Canadian money to a foreign country.

We offer them to the Hardware Dealers of Canada on a basis that will yield a round profit of 50 per cent.

Booklets with prices and description of technical features of the Dana Peerless on request.

Manufactured and sold for 40 years in U.S.A.

Manufactured and sold in Canada backed by our full guarantee of satisfactory performance and quality of material and labor for one year without a complaint from any source or any cause.

*Order from your jobber or direct*

**The Wm. Cane & Sons Co., Limited**  
Newmarket, Canada



## CANADIAN HARDWARE BUYERS' DIRECTORY

(Continued from preceding page.)

## WATER CONDENSERS

James Morrison Brass Mfg. Co., Toronto.

## WATER SERVICE SYSTEMS

—National Equipment Co., Toronto.

Dayton Pump &amp; Machine Co., Dayton, Ohio.

—Wallaceburg Brass &amp; Iron Mfg. Co., Wallaceburg.

## WATER AND HOG TROUGHS

Steel Trough &amp; Machine Co., Tweed.

—A. B. Ormsby Co., Toronto.

Exeter Mfg. Co., Exeter.

—Erie Iron Works, St. Thomas.

Metal Shingle &amp; Siding Co., Preston.

## WATER SYPHONS—Automatic

James Morrison Brass Mfg. Co., Toronto.

## WAX TAPEERS

James Morrison Brass Mfg. Co., Toronto.

Barton-Netting Co., Windsor.

## WAX

See Liquid Wax, Beeswax, Floorwax.

## WAXING BRUSHES—Weighted

Boeckh Bros. Co., Toronto.

Exeter Mfg. Co., Exeter.

## WEATHER VANES

—Empire Lightning Rod Co., Winnipeg.

## WEDGES—Coal, Wood-choppers

—Whitman &amp; Barnes Mfg. Co., St. Catharines.

—Canadian-Warren Axe &amp; Tool Co., St. Catharines.

Taylor-Forbes Co., Guelph.

WELL CURB—Corrugated Metal

Winnipeg Ceiling &amp; Roofing Co., Winnipeg.

## WHEELBARROWS

—Schultz Bros. Co., Brantford.

Maxwells, Limited, St. Mary's.

Exeter Mfg. Co., Exeter.

—Alex Gibb, Montreal.

Meaford Wheelbarrow Co., Meaford.

## WHIFFLETREES

McKinnon Dash Co., St. Catharines.

—Canadian-Warren Axe &amp; Tool Co., St. Catharines.

—Canada Steel Goods Co., Hamilton.

Lachute Shuttle Co., Lachute Mills, Que.

## WHIP EACKS

Burrow, Stewart &amp; Milne, Hamilton.

## WICKET GUARDS—Brass

James Morrison Brass Mfg. Co., Toronto.

## WILLOW BASKETS

Meakins &amp; Sons, Ltd., Hamilton.

## WINDOW SETS—Basement

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

## WINCHES AND WINDLASSES

Canadian Yale &amp; Towne, Ltd., St. Catharines.

## WINDOW DRESSING FIXTURES

—Canadian Store Front Co., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

## WINDOW GLASS

See Glass.

## WINDOW HANGERS AND FASTENERS

Cowen &amp; Britton, Ltd., Gananoque.

Watrous-Acme Mfg. Co., Des Moines, Iowa.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

—Canada Steel Goods Co., Hamilton.

## WINDOW AND DOOR SCREENS

Sanderson-Harold Co., Paris.

## WING BOOT CALKS

Steel Co. of Canada, Ltd., Hamilton.

## WIPERS

Scythes &amp; Co., Toronto.

## WIRE BASKETS

—Andrews Wire Works, Watford.

## WIRE BRUSHES

—Boeckh Bros. Co., Toronto.

## WIRE CLOTHES LOCKERS

Canada Wire &amp; Iron Goods Co., Hamilton.

## WIRE DOOR MATS

—Andrews Wire Works, Watford.

Kuhne-Anderson Mfg. Co., Port Hope.

## WIRE FLOWER BASKETS

—Andrews Wire Works, Watford.

## WIRE GUARD WORK

Canada Wire &amp; Iron Goods Co., Hamilton.

—Andrews Wire Works, Watford.

## WIRE DOOR PULLS

Steel Co. of Canada, Ltd., Hamilton.

## WIRE

Annealed, Brass, Bright, Hay Wire, Oiled and Annealed, Elvet, Stove Pipe, Welding.

—Imperial Steel &amp; Wire Co., Collingwood.

—Canadian Steel &amp; Wire Co., Hamilton.

—P. L. Robertson Mfg. Co., Milton.

—Northern Bolt &amp; Screw Co., Owen Sound.

Steel Co. of Canada, Hamilton.

## WIRE

Galvanized, Barb, Coiled Spring, Clothes Line, Cable, Guy, Plain Twist, Fencing, Telegraph and Telephone.

Steel Co. of Canada, Hamilton.

—P. L. Robertson Mfg. Co., Milton.

—Canadian Steel &amp; Wire Co., Hamilton.

## WIRE

Tinned, Broom, Bookbinders', Mattress.

Steel Co. of Canada, Hamilton.

## WIRE AND WIRE ROPES

B. Greening Wire Co., Ltd., Hamilton.

## WIRE CLOTH

B. Greening Wire Co., Ltd., Hamilton.

Canada Wire &amp; Iron Goods Co., Hamilton.

## WIRE FENCING

Banwell-Hoxie Wire Fence Co., Hamilton.

McGregor, Banwell Fence Co., Walkerville.

Frost Wire Fence Co., Hamilton.

—Canadian Steel &amp; Wire Co., Hamilton.

—U.S. Steel Products Co., Montreal.

—Imperial Steel &amp; Wire Co., Collingwood.

## WIRE FENCE STRETCHERS

Richards-Wilcox Canadian Co., London.

McGregor, Banwell Fence Co., Walkerville.

—Canadian Steel &amp; Wire Co., Hamilton.

Smith &amp; Hemenway, New York.

Otterville Mfg. Co., Otterville.

## WIRE GOODS

—W. H. Thorne &amp; Co., St. John, N.B.

B. Greening Wire Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

—J. E. Beauchamp &amp; Co., Montreal.

Canada Wire &amp; Iron Goods Co., Hamilton.

E. T. Wright Co., Ltd., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

—Andrews Wire Works, Watford.

## WIRE HOOPS

Steel Co. of Canada, Hamilton.

## WIRE LATHING

B. Greening Wire Co., Hamilton.

## WIRE NAILS

Steel Co. of Canada, Hamilton.

—Northern Bolt &amp; Screw Co., Owen Sound.

—P. L. Robertson Mfg. Co., Milton.

—Canadian Steel &amp; Wire Co., Hamilton.

—Imperial Steel &amp; Wire Co., Collingwood.

WIRE RAILINGS AND GUARDS

B. Greening Wire Co., Hamilton.

## WIRE STAPLES

Stanley Works, New Britain, Conn.

B. Greening Wire Co., Hamilton.

—Canadian Steel &amp; Wire Co., Hamilton.

## WIRE WINDOW GUARDS

—Dennis Wire &amp; Iron Works Co., London.

—Andrews Wire Works, Watford.

## WHEY TANKS—Steel

Steel Trough &amp; Machine Co., Tweed.

WHIFFLETREES—Steel, Iron

McKinnon Dash Co., St. Catharines.

Canada Steel Goods Co., Hamilton.

WHIFFLETREES—Wood

Drayton Mills, Ltd., Drayton

## WHIP LASHES

G. L. Griffith &amp; Son, Stratford.

## WHISTLES AND SPEAKING TUBES

James Morrison Brass Mfg. Co., Toronto.

—Penberthy Injector Co., Windsor.

## WHITING

A. Ramsay &amp; Son Co., Montreal.

Canada Paint Co., Montreal.

## WHITE LEAD

Benjamin Moore &amp; Co., Toronto.

Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

Steel Co. of Canada, Hamilton.

—G. F. Stephens &amp; Co., Winnipeg.

Lowe Bros., Ltd., Toronto.

—Standard Paint &amp; Varnish Co., Ltd., Windsor.

—British-American Paint Co., Victoria.

Martin-Senour Co., Montreal.

A. Ramsay &amp; Son Co., Montreal.

Sanderson Percy &amp; Co., Toronto.

## WHISKES

—Stevens-Hepner Co., Pt. Elgin.

—Boeckh Bros. Co., Toronto.

Meakins &amp; Sons, Ltd., Hamilton.

—H. W. Nelson &amp; Co., Toronto.

## WOOD SPECIALTIES

—St. Mary's Wood Specialty Co., St. Mary's.

## WOODENWARE

Wm. Cane Sons Co., Newmarket.

Stratford Mfg. Co., Stratford.

Otterville Mfg. Co., Otterville.

Thos. Davidson Mfg. Co., Montreal.

Lachute Shuttle Co., Lachute Mills, Que.

Meakins &amp; Sons, Hamilton.

## WOOD ALCOHOL

—Berry Bros., Walkerville.

Sanderson Percy &amp; Co., Toronto.

—Turpentine Producers' Agency, Toronto.

## WOODWORKERS' VISES

Richards-Wilcox Canadian Co., Ltd., London.

## WRENCHES

Crescent Tool Co., Jamestown, N.Y.

—Whitman &amp; Barnes Mfg. Co., St. Catharines.

## WRENGERS—Clothes

American Wringer Co., New York.

Cummer-Dowdell, Ltd., Hamilton.

J. H. Connor &amp; Son, Ottawa.

Maxwells, Limited, St. Mary's.

One Minute Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

## WRENGER ROLLS

Gutta Percha &amp; Rubber, Ltd., Toronto.

## YACHT FITTINGS

James Morrison Brass Mfg. Co., Toronto.

ZINC ORNAMENTS AND ENRICHMENTS

Winnipeg Ceiling &amp; Roofing Co., Winnipeg.

## ZINC—White

G. F. Stephens &amp; Co., Winnipeg.

Sherwin-Williams Co., Montreal.

Martin-Senour Co., Montreal.

A. Ramsay &amp; Son Co., Montreal.

Sanderson Percy &amp; Co., Toronto.

Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

## SOME PRODUCTS OF BRITISH MANUFACTURERS

## BRITISH MANUFACTURERS.

ADVERTISING SIGNS — Metal

Simplex Conduits, Ltd., Birmingham.

Charles Pare &amp; Co., Birmingham.

## ANCHORS &amp; CHAINS

Mitchells, Ltd., Glasgow.

## CEMENT

Mitchells, Ltd., Glasgow.

CONDUCTOR PIPE AND COPER CABLE

Simplex Conduits, Ltd., Birmingham.

## CUTLERY

Mottershaw &amp; Co., Sheffield.

## EDGE TOOLS

Spear &amp; Jackson, Sheffield.

ELECTRIC GOODS, FIXTURES, TOOLS

Simplex Conduits, Ltd., Birmingham.

## FILES AND RASPS

Spear &amp; Jackson, Sheffield.

## FIRE BRICKS

Mitchells, Ltd., Glasgow.

## GALVANIZED SHEETS

Mitchells, Ltd., Glasgow.

## IRON BARS

Mitchells, Ltd., Glasgow.

## IRON AND STEEL

Mitchells, Ltd., Glasgow.

Spear &amp; Jackson, Sheffield.

## IRON PIPE

Simplex Conduits, Ltd., Birmingham.

## LEAD PIPE

Mitchells, Ltd., Glasgow.

## MILITARY EQUIPMENTS

Knife, Fork and Spoon Wallets

Mottershaw &amp; Co., Sheffield.

## MOTOR BOAT SUPPLIES

Simplex Conduits, Ltd., Birmingham.

NICKEL-PLATED WAITERS &amp; ASH TRAYS

Charles Pare &amp; Co., Birmingham.

## PIG IRON

Mitchells, Ltd., Glasgow.

## RULES AND TAPES

James Chesterman Co., Sheffield.

## SAWS

Spear &amp; Jackson, Sheffield.

SHOVELS, SPADES &amp; FORKS

Spear &amp; Jackson, Sheffield.

## SILICA BRICKS

Mitchells, Ltd., Glasgow.

## SILVERWARE

Mottershaw &amp; Co., Sheffield.

## STEEL RAILS AND BEAMS

Mitchells, Ltd., Glasgow.

## TOOLS—Mechanics'

James Chesterman Co., Sheffield.

## ZINC SHEETS

Mitchells, Ltd., Glasgow.

If You Don't See  
What You Want

among the advertisements in *Canadian Hardware Journal*, write the publication office 32 Colborne St., Toronto

Your Requests for  
information will receive prompt attention



*You can make money out of any of these*

# MAXWELL

*lines. They are known everywhere!*



## MAXWELL'S Favorite Churn (Bow Lever)

Here's a Churn which has been known and used for nearly twenty years. More "Favorites" are sold annually in Canada than all other makes combined. Barrel of best imported oak with silver aluminum hoops, exceptionally large roller bearings, easy running and very strong. Notice the bow lever. Handle can be adjusted to centre, left or right, as desired.

## MAXWELL'S "Excell-All" Washer

The easy-running washer which takes all the labor out of wash-day. Tub runs smoothly on ball bearings, and the top lifts up giving heaps of room for putting in and taking out the clothes. The improved wringer board can be swung out of the way when not in use. You will find this a very popular line.

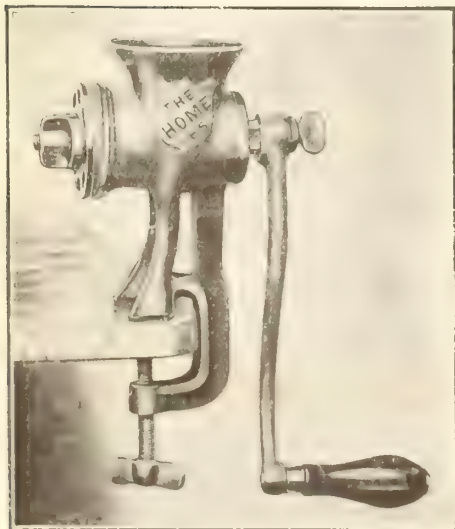


## MAXWELL'S "Home 65" Food Cutter

Here's a splendid seller—an article every housewife needs. This "Home 65" is made in the standard family size, and is much stronger than the ordinary type of machine. Cap fits tightly, rendering the machine perfectly watertight. The open end cylinder makes it easy to clean, and the mechanism is simple. Supplied with different cutting plates.

*Write for Illustrated Catalogue*

**MAXWELLS Limited**  
St. Mary's Ontario





# BURLAPS for WALLS

## DOUBLE SIZED and OIL COATED

Made in widths of 30, 36, 45, 54, 60, 72 and 90 inches  
All Standard Shades

## DYED BURLAPS

Made in widths of 36, 54 and 72 inches only  
A Good Variety of Shades

LENGTH OF ROLLS, ALL LINES, 30 and 60 Yards

### *Hardware Dealers*

In going over their stock of Builders' Supplies for Spring  
should not overlook putting in a stock of our

### *Prepared Decorative Burlaps*

There is bound to be a brisk demand for our Burlaps where-  
ever building is being done, and the dealer with a good  
stock on hand will reap the benefit of this trade.

*THE UNEXCELLED WALL COVERING*

Handled by Leading Jobbers of Wall Papers, Paints, Etc.

*Send for Samples and Prices*

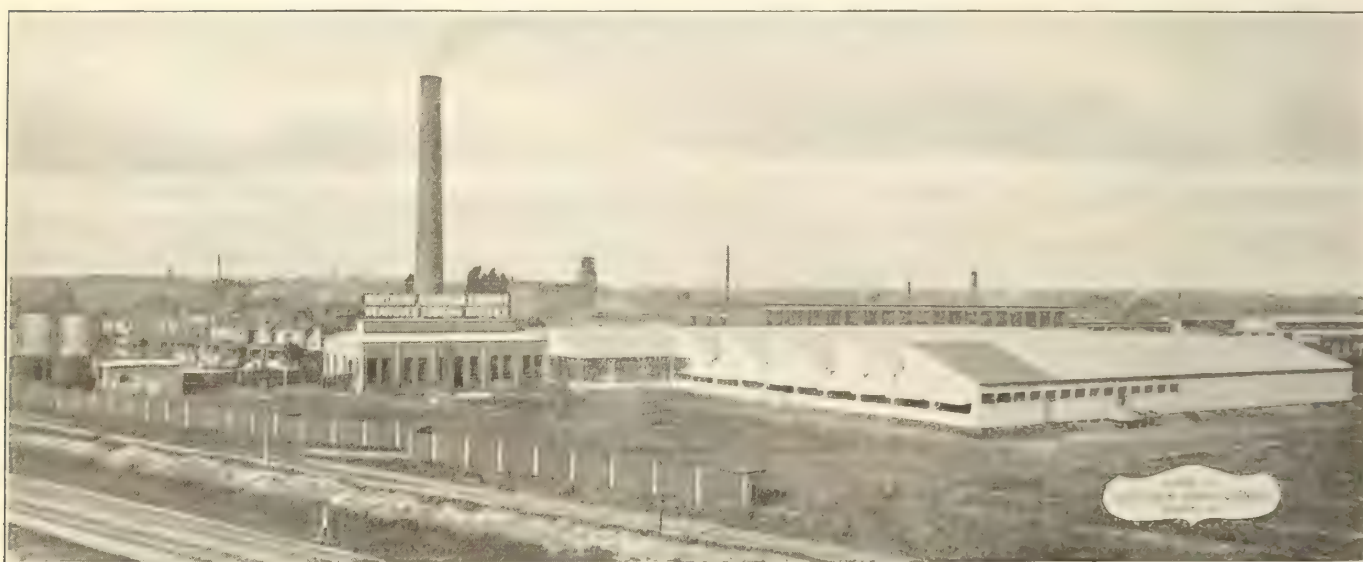
*Manufactured by*

**The Dominion Oil Cloth Co., Limited**  
**MONTREAL**



# "Wear-Ever" Aluminum Utensils

*Made In Canada by Canadian Workmen  
Used by All Canadian Housekeepers*



Where "Wear-Ever" Aluminum Utensils are made



The Northern Aluminum Company's  
Factory at Toronto is the largest and  
most modern of its kind in Canada.



ADDRESS

Write for our proposition. It means profits to you.

## Northern Aluminum Company, Limited

Dept. 27

Toronto

Ontario



# "Wear-Ever"

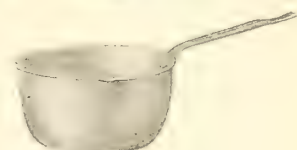
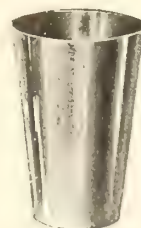
## Aluminum Utensils

*Enough to Satisfy Every Customer  
Sold in Sets or Single Pieces  
200 Shapes and Styles*

"Wear-Ever" utensils have the qualities that make and keep customers. The shapes are artistic and serviceable.

The methods used in manufacture produce a surface that is very hard and smooth—resulting in utensils that are pure, safe and easy to clean.

In addition to the many strong selling points of the goods themselves, the dealer who stocks "Wear-Ever" utensils has the help of our EXTENSIVE CONSUMER ADVERTISING and such sales helps as DEMONSTRATIONS, DISPLAYS, FOLDERS ETC.



ADDRESS

Write for our proposition. It means profits for you

# Northern Aluminum Company, Limited

Dept. 27

Toronto

Ontario



# Lion Brand Cordage

*Is quickly available in any part of Canada*

No matter what part of Canada you are located in,  
**Lion Brand Service is always at your disposal.**

By means of our system of distributing agencies  
extending from Coast to Coast, we can supply your  
wants at shortest notice.



## Consumers Cordage Company, Limited

Mills at Dartmouth, N.S. and Montreal

Branches at Toronto and St. John, N.B.

*Buy Lion Brand because it's Made in Canada and because it is the Best*





MONTREAL MILL OPERATED SINCE 1825

# Lion Brand Cordage

*Made in Canada since 1825*

For ninety years we have manufactured Lion Brand Cordage in Canadian factories employing Canadian workmen—doing our share in building up the country and increasing its prosperity.

During the ninety years we have kept pace with all **improvements** in methods and machinery for rope manufacture so that in buying Lion Brand you are getting the best that long experience and modern machinery working on selected fibre can produce.

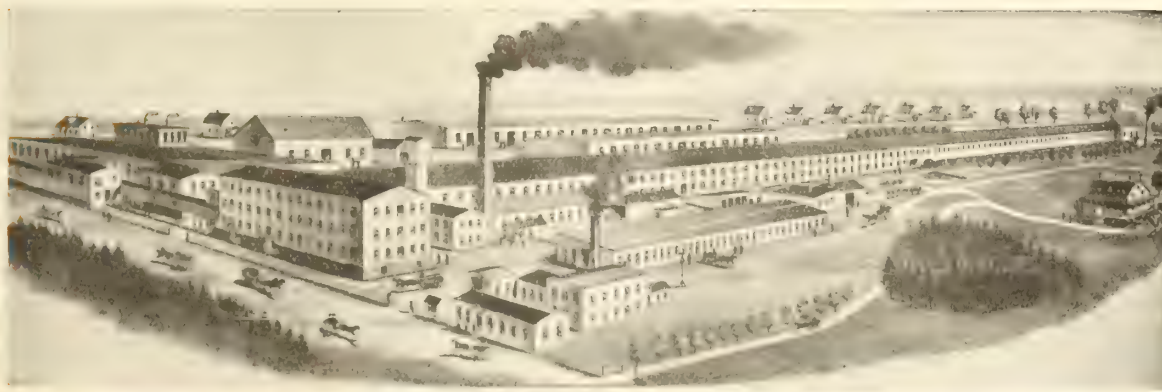
## Consumers Cordage Co., Limited

*Agents and Stocks at*

Halifax	St. John, N.B.	Montreal	Toronto
F. H. Andrews & Sons, Quebec, Que.	MacGowan & Co., Vancouver		

**TEES & PERSSE, Limited, WINNIPEG**

Regina	Saskatoon	Moose Jaw	Calgary	Edmonton
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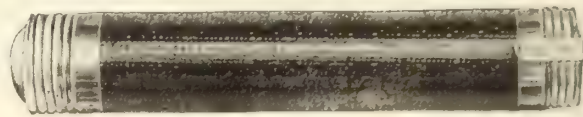


DARTMOUTH MILL OPERATED SINCE 1866



# EVEREADY Flashlight Prices Reduced

A heavy cut has been made in the prices of some of the most popular EVEREADY FLASHLIGHTS. Note the reductions on complete Flashlights.



2602

2604

2612

2614

2615

2625

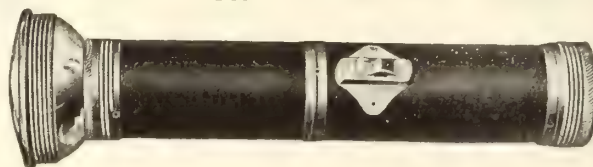
2626

2627

## Tubular Flashlights

No.	Size	Old Price	New Price
No. 2602	Size 1 1/4 x 5 Vulcanized Fibre	\$1.40	\$1.10
No. 2604	Size 1 1/2 x 6 1/2 Vulcanized Fibre	1.65	1.35
No. 2622	Snake Cloth	1.35	1.05
No. 2625	Alligator Cloth	1.35	1.05
No. 2624	Black Cloth	1.25	1.05
No. 2606	Size 1 1/2 x 8 1/2 Leatherette	1.65	1.35
No. 2612	Vulcanized Fibre	1.95	1.55

No.	Size	Old Price	New Price
No. 2626	Size 1 1/2 x 8 1/2 Black Cloth	1.35	1.10
No. 2627	Enameled Metal	1.25	1.00
No. 2608	Size 1 1/2 x 11 Leatherette	2.25	1.65
No. 2614	Vulcanized Fibre	2.50	1.95
No. 2610	Size 1 1/2 x 13 Leatherette	2.75	2.20
No. 2615	Vulcanized Fibre	3.00	2.45



## Miners' Flashlights (Vulcanized fibre with large lens and reflector)

No.	Size	Old Price	New Price
No. 2616	1 1/2 x 6 1/2	\$2.25	\$1.65
No. 2619	1 1/2 x 8 1/2	2.65	1.90
No. 2621	1 1/2 x 11	3.30	2.50
No. 2623	1 1/2 x 13	3.90	3.00

## Vest and Coat Pocket Flashlights



Vest Pocket

No.	Size	Old Price	New Price
No. 6902	Size 1 x 1 7/8 x 3 1/2 Black Cloth	\$1.40	\$1.10
No. 6950	White Celluloid	1.65	1.40
No. 6951	Black Celluloid	1.65	1.40
No. 6952	Snake Cloth	1.50	1.10
No. 6953	Alligator Cloth	1.50	1.10
No. 6901	Size 1 x 2 1/4 x 3 1/2 Alligator Cloth	\$1.40	\$1.10
No. 6904	Snake Cloth	1.40	1.10
No. 6903	Black Cloth	1.30	1.10
No. 6909	Vulcanized Fibre	1.90	1.65
No. 6915	Black Celluloid	1.90	1.65
No. 1991	Size 1 1/8 x 2 1/4 x 5 Black Cloth	\$1.65	1.40
No. 1992	Snake Cloth	1.75	1.40
No. 1993	Alligator Cloth	1.75	1.40



Coat Pocket



No. 2675

Pistol Light

Old Price	New Price
\$2.00	\$1.65

**TO THE DEALER** These reduced prices mean more business for you, as they make the EVEREADY line the cheapest on the market, quality considered. Order from your Jobber at these new prices. If you haven't an EVEREADY Catalogue, write for one.

## Canadian Ever Ready Works

of Canadian National Carbon Co., Limited

90 Chestnut Street

Toronto



Flashlight Bulbs

All Flashlight Bulbs formerly quoted at 27 cents now 17 cents

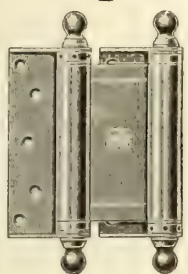
*"Canadian Made for Canadian Trade"*



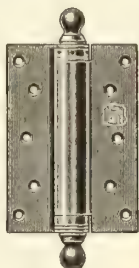
## Don't Sell Spring Hinges Of Obsolete Construction

Only the New Double Acting

# Bommer Spring Butt Hinges



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.



Bommer double-acting spring hinges open alike at both casings and both doors when both doors are opened.

The carpenter can avoid guesswork and save time when hanging double-acting doors in pairs, as he can scribe and fit both doors of a pair from the same side of the opening.

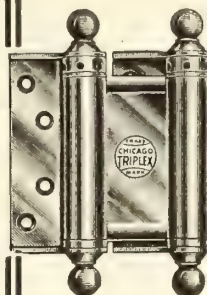
YOUR JOBBER CAN SUPPLY THEM

**Bommer Bros., Manufacturers, Brooklyn, N.Y.**  
Canadian Representative, Alex. Thurber, 448 St. Paul St., Montreal

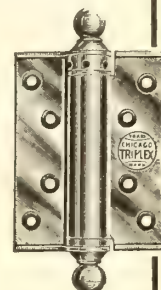
# CHICAGO SPRING BUTTS

## REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

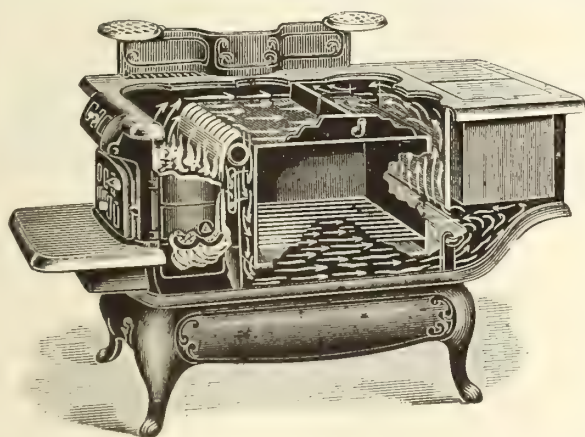
**Chicago Spring Butt Company,**

CHICAGO



NEW YORK

Send for Catalogue S29



Our Patented System of Heat Circulation saves heat that was wasted up the chimney, and makes

## The Supreme Range

the most saleable stove you  
can have on your floor.

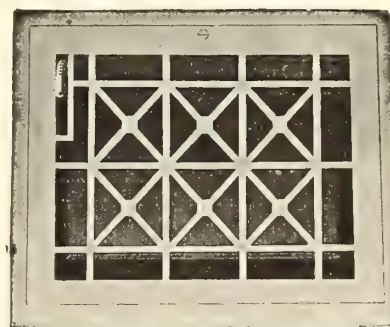
The "Supreme" is absolutely guaranteed TO SAVE HALF OF THE FUEL BILL. Isn't that a proposition to interest your customers?

Write us now for prices

**Supreme Heating Co., Limited**

Welland

Ontario



## The "Quick Set" Register

(It's our latest)

(We think it our best)

WE ARE

FOR ALL STYLES  
OF  
SIDEWALL  
AND  
FLOOR REGISTERS  
OF  
ALL SIZES

HEAD  
QUARTERS

VENTILATORS  
AND  
GRILLES IN METAL  
OR WIRE  
OF ALL STYLES  
AND  
FINISHES

Write for catalogue and prices

**Tuttle & Bailey Mfg. Co., Limited, Bridgeburg, Ont.**

BRANCH—126 LOMBARD ST., WINNIPEG



Made in  
La Salle, Ill  
by  
Westclox



### *Over Three Million in Profit*

**B**IG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$1.95 each. In broken lots, \$2.05 each. Less 2%. Retail Price in Canada, \$3.00.



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

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PRESIDENT

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VICE-PRESIDENT AND  
MANAGER OF TRADE PAPERS

J. C. ARMER  
VICE-PRESIDENT AND  
MANAGER OF TECHNICAL  
PAPERS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited  
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CANADIAN ADVERTISING SERVICE CO., NEW YORK

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, JANUARY, 1915

NUMBER ONE

## Pathetic But Unnecessary.

There is much of pathos in the stories which the writer frequently encounters, of dealers who have labored diligently for years, giving their best energy to their work from early morn until late at night, only to find at the end of a long period of strenuous labor that, financially, they have accomplished little. They find themselves past the most active stage of life without having attained that independence for which they have been striving. The story is certainly a most pathetic one, especially in the light of the fact that in most cases it is really unnecessary.

The trouble has not been that they have not labored diligently, for in most instances, these have been the men who have been most given to long hours and the shouldering themselves of much of the manual labor in connection with the work of the store. This has quite often been exactly the trouble. They have worked altogether too much with their muscle and not enough with their head. They have given time to manual labor that could be done by cheap help, which should have been given to executive work, such as buying and selling, winning customers, collecting accounts, and all those other things to which the manager should give his attention.

System has frequently been lacking in the stores of these men. They have known little of their cost of doing business or of their gross or net profits. They have gone on year after year with little real knowledge of the progress of their business. They may have "guessed" that they were doing all right, while probably some years they made no money at all, but not taking a competent yearly inventory, they have been unaware of the fact, and so have gone on without remedying the leaks that have been eating the heart out of their profits.

If they had only had a competent business system they would have been able to gauge their progress each year, and if it was not satisfactory an investigation could have been made into the cause, and the cause removed or remedied.

Every business man owes it not only to himself but his family that he should have a competent check on his business, so that he will actually know that he is

making money and that the amount is satisfactory. No man wants to find himself in that pathetic condition of having given his best of his life to his chosen business only to find that he has made little or no money out of all his work.

*Watch your credit accounts closely and do not be afraid to say "No" to the man who has got in further than he can crawl out. There is nothing to be gained by throwing good money after bad.*

## Stop the Little Leaks.

Figuring 300 business days to the year, the saving of 50 cents per day would mean \$150 per annum, and that in turn would mean an additional one per cent. in the annual dividends of a \$15,000 enterprise. For each additional 50 cents per day saved, there would be another one per cent. per annum earned.

Considered from that viewpoint, are not the unnecessary expenses of any business well worth investigating? We don't mean the cost of keeping the store clean, trimming the show windows attractively, delivering goods promptly, or any other of the really vital investments which a modern business enterprise must make to succeed and grow.

What we have in mind are the little business leaks which are so often wasteful in themselves and conducive to slipshod methods generally. They comprise leaks of time, leaks of material and, sometimes, even direct leaks of money.

A very common leak in the hardware trade is the deterioration of goods owing to rust and dirt. This leak could be almost entirely overcome by care in the storing of goods, and by employing some of the spare time of the clerks in keeping the stock polished up and free from dust.

Then there's the leak that results in the carrying over of a miscellaneous lot of seasonable goods that could often be disposed of towards the end of a season at a slight cut in price or through wide-awake salesmanship.

Another very common leak is the waste of newspaper advertising space. It costs just as much to run the same



advertisement in your local newspaper 52 times in the year as it does to run, say, 13 different advertisements four times each. Expert service in the preparation of advertising copy is at your command without cost, for you can always count on the co-operation of the publicity departments of the manufacturers whose goods you sell, or of the ad-writing department of your trade paper.

There are many other leaks common to a large percentage of the business world, and by no means peculiar to the hardware field. There's the leak of postage stamps due to carelessness in observing the postal laws; the leak of lead pencils, erasers, etc., due to lack of appreciation by employees of the importance of small economies; leaks of wrapping paper, string and cardboard and other supplies which may so easily be wasted.

Even more important in many business houses are the leaks of time—delay in beginning of the day's work, slackening of effort at the closing hour; time wasted in trucking through lack of system, etc. Then, too, much of the time of high-priced employees, which could otherwise be profitably employed, is often spent in work which could readily be relegated to inexpensive help.

The merchant who stops such leaks, thus reducing expenses and increasing efficiency, has invariably a larger sum to the credit of net earnings at the end of the year than would otherwise be the case.

*Sell quality goods and advertise. Make good your promises and advertise. Add service to quality and advertise. Advertise by all the usual means.*

#### Why Credit is Recovering.

the rate of exchange.

That credit is advancing towards recovery is evidenced by the drop which has taken place in the rate of exchange. Within a few days after the war broke out credit the world over became so dislocated that the rate in both the United States and Canada rose to the point that made its purchase practically prohibitive. In one instance in New York as high as \$6.25 was paid for a large round sum. But it was a case of necessity. No such rate was paid in Canada, but there were instances in which \$6 was asked. Banks that quoted \$5.25 to \$5.50 seemed to think they were offering bargains.

Since then there has been a gradual working downward, until, by the end of the second week in November, the rate had receded to within a fraction of normal.

While the co-operative efforts of the British, American and Canadian Governments contributed much to the bringing about of this happy state of affairs, the chief reason, after all, was the increasing assurance that success would ultimately crown the armies of the allies. Plus this is the confidence that after over three months of warfare the British navy will have no difficulty in keeping the ocean highways open to commerce.

This last named probability has, doubtless, had much to do with swinging the sympathy of the financial and commercial interests of the United States in favor of Great Britain and her allies.

No doubt, many of them are persuaded of the righteousness of the British cause. But that is a matter of the mind. It doesn't affect the pocket. Defeat of Britain and her allies would disturb their credit, whatever its effect might be on their mental attitude. The depressing effect which the slightest reverse has upon the American money market is proof of this.

As the financial editor of a New York paper recently

remarked, one has only to watch the changing scenes in the battle lines in order to anticipate what course the money market in the United States may take.

The British army and navy are just now the protectors of the world's credit as well as the guardians of the British Empire.

*Don't talk trade depression; it is like throwing sand in the machinery. Talk about trade revival, it acts as a lubricant.*

#### War Supplies Bought in Canada.

No one will probably be able to compute the value of the business which has been obtained in Canada, directly and indirectly, as a result of the war.

One thing we do know is that the orders placed up to the third week in November through the agent of the Imperial Government now in Canada reached a total valuation of \$15,000,000.

Much of this consisted of munitions of war, but a great deal of it was also ordinary merchandise, there being boots and shoes, \$2,500,000; woollens and textiles, \$2,500,000; hardware, \$1,000,000; rifles and ammunition, \$1,500,000; harness and saddles, \$1,000,000; canned goods, \$500,000; meats, \$500,000.

But this does not include all the unusual business that the war has brought to Canada, as those who have intercourse with manufacturers and business men easily learn.

While one cannot but regret the war which makes these special purchases necessary, it is gratifying to know that Canada is getting such a substantial share of the business. It helps to relieve our trade necessities.

*The war cloud may still be heavy, but rifts are being made in the cloud that is hanging over the business of the country.*

#### The Weights and Measures Anomaly.

The Weights and Measures Department of the Inland Revenue Service collected over \$226,000 from the business men of Canada during the last fiscal year. Of this \$135 was in the shape of seizures and penalties.

These figures again afford an opportunity for pointing out the incongruity of the present system of inspection.

No one doubts the necessity for regular and systematic inspection of weights and measures. While the average business man keeps honest weights and measures, they may occasionally get out of true. The necessity for inspection is, therefore, obvious.

But it is equally obvious that a system which imposes a tax on business men whose weights and measures are correct, is wrong in practice.

Penalize by all means the man who employs dishonest weights or measures, but it is the public revenue that should bear the general cost of inspection and not the business men of the country.

**Y**OUR CUSTOMERS EXPECT prompt delivery and you aim to give it. Wouldn't it help you if they phoned their orders earlier than some of them do. Perhaps they never thought it mattered. Why not tell them?

# Necessity Compels Canada to Buy Home-Made Goods

BY W. L. EDMONDS

IT is not because of any antipathy toward the nations of the world—with the exception of Germany, Austria and Turkey—that the people of Canada are campaigning in favor of home-made goods.

It is not chiefly because of a desire for national exclusiveness, although that may be a factor.

Fundamentally, it is born of a necessity.

And that necessity in turn is born of the war.

During the last ten years Canada has grown, not by inches, but by yards.

\* \* \* \*

## Our Annual Production of Wealth.

Between them, our manufacturing and agricultural industries have, during the last year or two, been producing wealth at the rate of approximately three billion dollars annually.

But great as this amount is, we have been compelled to supplement our capital account with borrowings from abroad, for young and progressive nations, any more than large commercial enterprises, cannot create adequate capital out of earnings.

They have got to borrow or stand still.

Last year we borrowed \$351,408,629, and the year before \$230,782,982, a total of \$582,191,611 in the two years.

Until the war broke out we were able to obtain substantial sums in the money markets of the world. But now war, and not business, has the first claim upon the world's capital account. Canada, consequently, is getting much less capital from abroad than her necessities demand.

\* \* \* \*

## Helping Our Necessities.

Naturally, one of the best things we can do in order to help our necessities is to give the preference for Canadian-made goods when making any purchases for either home, store or factory.

Last year we imported manufactured products to the value of over \$465,000,000, or about \$57 per head of population.

When we bear in mind the fact that this sum is almost equal to the aggregate output of the factories of the six leading manufacturing cities of Canada, we begin to get some conception of its import.

But in order to hammer this point home a little more closely, let me draw attention to a further fact: The money spent on goods of foreign manufacture last year would pay the salaries and wages of the employes of

the Canadian factories for a period of nearly two years, basing our calculation on the census of 1910, when the salaries and wages of the 515,203 employes were computed at \$241,008,416.

Of course, there is no possibility of our replacing with home-made goods the whole of the \$465,000,000 worth of manufactured goods we import.

There are many things we need in the home, the store and in the factory that we must necessarily import.

Even after doing our best we may probably discover that we have only transferred from the foreign to the home manufacturer a fraction of our purchases of merchandise.

\* \* \* \*

## Our Possibilities.

But even if by dint of much effort we could turn only 25 per cent. of the total our way we would give nearly \$116,250,000 worth of business to the factories of Canada that they do not now possess.

This would be about equal to the joint value of the output of the factories of Hamilton, Winnipeg, Ottawa and Sydney four years ago. We ought to be able to transfer at least that amount of business from the foreign to the home factories.

Credit is gradually being restored to the normal, and money is getting easier. During 1915 we shall probably see a greater increase in the wealth of the country—mainly due to the larger acreage under cultivation—than at any time in its history.

In the meantime, however, we can greatly relieve our present necessities by buying, as far as possible, home-made goods.

\* \* \* \*

## The Case in a Nutshell.

Every dollar spent on goods of home manufacture that has hitherto been spent on products of foreign factories, means an additional dollar for distribution among the employers and employes of the factories of Canada.

The United States is setting us a good example. Business men there are alive to the importance of buying home-made goods, and a part of their campaign is the holding of "Made in U.S.A." exhibitions in New York and Chicago.

Canadians can well afford to follow in the footsteps of their American cousins in this respect.

The stronger we make our financial position the better shall we be equipped to fight our enemies.



# Promoting the Sale of Made-in-Canada Goods

*Retailers should join in present campaign to promote the sale of Canadian goods—Unique window display used by Montreal dealer*

**D**URING the past few years, the manufacturers of Canada have been putting forth steadily-increasing efforts to promote the sale of "Made-in-Canada" goods. Since the outbreak of war, realizing that the psychological moment was at hand for an appeal to the Canadian people to patronize home industry, manufacturers individually and collectively have undertaken a big campaign and in this they are receiving valuable support from the press of Canada. They also realize the valuable assistance that the retailers of Canada can give them in this work.

## Why the Retailer Should Assist.

The retailer should realize that if Canadian-made goods are bought by Canadians, it will help in the employment problem of this country, and will also help to keep money in circulation in Canada. This is of indirect benefit to the merchant because the more people who are kept in continuous employment the more money they will have to spend with the retailer.

The retailer can also make the present "Made-in-Canada" campaign of direct benefit to his business by featuring Canadian goods in his store and cashing in

a generally dilapidated condition. Above it was a card which read:

AN IDLE FACTORY PRODUCES WANT AND PRIVATION. ARE YOU HELPING TO KEEP CANADIAN FACTORIES CLOSED BY BUYING GOODS MADE IN FOREIGN COUNTRIES?

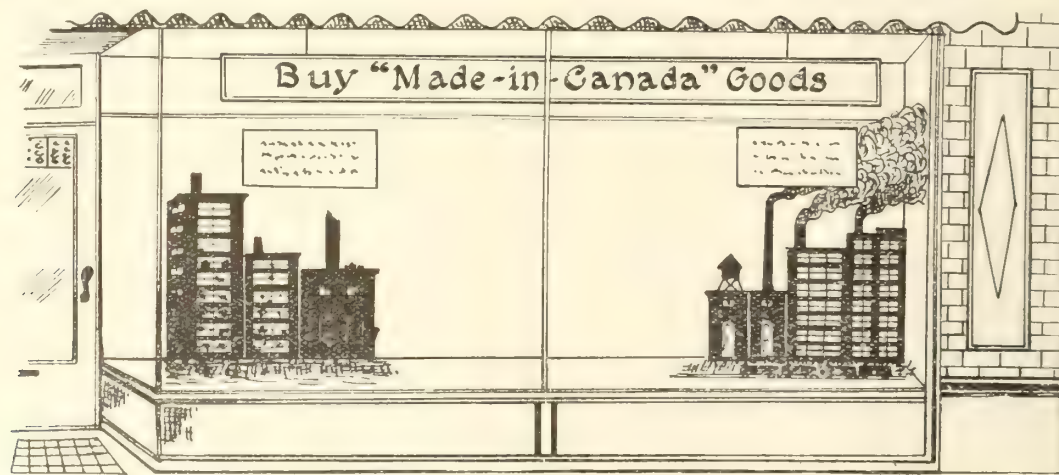
On the right-hand side was another miniature factory, but a delightful contrast to the first. Here all was busyness, and the card above it read:

A BUSY FACTORY PRODUCES HAPPY HOMES AND PROSPEROUS PEOPLE. ARE YOU HELPING TO KEEP CANADIAN FACTORIES BUSY BY BUYING GOODS MADE IN CANADIAN FACTORIES?

Along the rear of the window was a big banner with the slogan: "Buy Made-in-Canada Goods."

## Features of the Display.

The miniature factories were made out of cardboard



Sketch made by Canadian Hardware Journal's artist illustrating the central feature of a window display in a Montreal store advocating people to buy "Made-in-Canada" goods. Read about it in the accompanying article. Any kind of Canadian goods can be shown in the window.

on the present publicity that is being given to Canadian-made goods.

## Montreal Dealer Makes Use of Window.

The window display is one effective medium of promoting the sale of "Made-in-Canada" goods, and was the one used by a Montreal store, in a recent effort in this direction.

The display in question not only featured Canadian goods, but drove home in a convincing manner to the passing public why they should buy Canadian goods. The unique manner in which this was done is illustrated in the accompanying sketch. A representative of this paper found that it proved very interesting to those passing the store.

In the left-hand side of the window was a miniature factory in idleness with many windows broken and in

mapped out in imitation of brick. Electric lights were placed behind the windows of the busy factory, while the idle one was in darkness. Especially at night the contrast was very conspicuous, thus assisting in driving home the point it was desired to emphasize. Canadian goods were displayed in the centre of the window. The central feature made the window a much greater attention attractor than if the display was simply of goods only.

Wishing all our readers **A HAPPY NEW YEAR**—May 1915 be a year of good business for all our Canadian hardware dealers.

# Dividends for the Retailers Who Attend the Hardware Convention

By W. L. EDMONDS

**A**LTHOUGH there will be no exhibition of manufactured goods in connection with the forthcoming convention of the Ontario Retail Hardware and Stove Dealers' Association, it does not follow that hardwaremen have less reason for attending.

On the contrary, there is every reason why every hardwareman in the province should be present.

It will be a real convention. There being no exhibition the members of the retail organization will have nothing to distract them from the discussion of matters immediately appertaining to their own affairs.

This is a time above all others when retail hardwaremen should give their attention to their own necessities.

The war has dislocated business in Canada as well as in other countries. Hardwaremen know this to their cost.

At the forthcoming convention a great deal of time will undoubtedly be given to discussing the situation and the consideration of ways and means best calculated to meet and surmount the difficulties with which the trade are beset.

From the discussions that will ensue every hardwareman will be able to gather ideas that will more than recompense him for any expense entailed.

\* \* \* \*

**A**N exhibition of manufactured hardware is undoubtedly a valuable adjunct to a convention of retailers. Many new lines can be seen and much information gathered about them. Besides this the retailer is brought into contact with manufacturers whom he has hitherto known only by name.

But the unavoidable necessity of doing away with the exhibition for the present year will have its compensation in the greater opportunity that will be afforded this year for concentration on the business of the convention.

In the final analysis, however, the measure of success which will attend the convention will be determined by the amount of effort and enthusiasm exercised by those who attend.

The history of the association is not without precedent whereon the hope for a successful convention can be based without the additional attractions of an exhibition.

As a matter of fact one of the best conventions ever held was unassociated with any exhibition features. That was the convention held in Toronto eight years ago.

On that occasion the maximum of the members' time was given to the discussion of concrete business matters and the minimum to entertainment features. More members probably returned to their respective homes satisfied than on any occasion since.

As a matter of fact of late years the entertainment features of the convention have become so attractive that not a few members of the association appear to have given them the maximum instead of the minimum of their attention. The Ottawa convention was a most striking example of this.

Entertainment there will be at the forthcoming convention, and plenty of it, but it will not obtrude. There will be just enough to give variety. And although there will be no exhibition, retailers will not be denied the privilege and pleasure of meeting manufacturers and their representatives, as arrangements are being made to provide joint meetings on two evenings during the convention. In the past these joint meetings have been among the most interesting and profitable of convention features.

\* \* \* \*

**T**O the wide-awake retailer a threefold advantage accrues from attending his trade convention.

The one comes from attending the regular sessions, where a variety of subjects appertaining to the welfare of the trade are discussed.

The second comes from the benefit derived from meeting and discussing trade problems with the manufacturers and the wholesalers.

The third comes from rubbing shoulders with his fellow retailers and exchanging ideas regarding business methods.

To the retail hardwaremen of Ontario this opportunity comes but once a year. To miss it is a loss, for the money spent in attending a convention of this kind is not an expenditure. It is an investment, and an investment that pays big dividends. Retailers who do not get dividends are those who stay away.



## Hardware Convention in February

**A**RRANGEMENTS are progressing for the annual convention of the Ontario Retail Hardware and Stove Dealers' Association in Toronto on Wednesday and Thursday, February 24th and 25th next. A definite program has not yet been decided upon, but early in January the advisory committee will get together and sift the various proposals suggested, choosing the most favorable, and build up a strong and pleasing program that should attract every live hardware dealer in Ontario and induce him to come to Toronto during the third week in February.

The Manufacturers' Exhibitors' Association have asked that the two evenings of the convention be left open for them, and suggest an educational and entertainment program for these two nights.

Instead of the Board of Trade quarters, in the new Royal Bank Building, as the place for holding the convention, it is now suggested that the meetings be held in the King Edward Hotel. Nothing decisive, however, has been ruled on this or other matters, and the forthcoming meeting will discuss all the suggestions before outlining any definite action. It has been decided, however, to make the 1915 convention the great convention ever.

## Saved by a Dealers' Convention

By MOTT R. SAWYERS

This little story from real life you cannot afford to pass over, as you never can tell when you may find yourself in Smith's place.

**S**MITH (that is not his real name) is one of the leading business men of a prosperous town in the Mississippi Valley. He is president of the Y. M. C. A., one of the leading spirits in the Commercial Club, and few, if any, men stand higher in the community.

But Smith was not always what he is now. A few years ago he was on the point of making an assignment, and was saved from the referee's hands by only a hair's breadth. It was almost an accident that kept him from being numbered with the has-beens.

At twelve years of age he left school to earn his living. He was honest and energetic, and made such rapid progress that at twenty-one he went into business for himself with the savings he had accumulated. For the next fourteen years his life was a bitter and precarious struggle. He kept his head above water, but that was all. If the banks had known his true condition, it is doubtful whether he would have been permitted to continue in business. There were dozens of times when a weaker man would have thrown up the sponge. But that was not Smith. Smith did not know how to quit. But this hand-to-mouth way of doing business could not go on forever against competitors who had capital back of them. So one night Smith had to face the grim fact. His resources were exhausted. There was no place to turn. He had tried everything he knew. He had used up everything he had. He stood with his back to the wall, grimly fighting, but seeing no hope. Words can never picture the tragedy of that night as he figured in vain to find some way out.

Hundreds of men would have made the assignment before they would have gone through it.

It happened that he subscribed for a trade journal. He was wise enough for that. Picking up the paper, his eyes fell upon a notice of a dealers' convention to be held in New York City. It was a gleam of hope. But there was barely time to get there, for New York was far away. It would take money—money that was sorely needed in the business. If there had been more time to think it over maybe he would not have undertaken it. But if he was going to go at all, he must go at once. It offered a chance. Smith decided to take the chance. He would postpone his assignment until after that convention at least. Probably no speaker at that convention will ever know with what eagerness a pale, thin man on the back seat drank in every word that was spoken. It was Smith, grasping for ideas as a drowning man grasps at straws. Some of the storekeepers wondered at the eager-eyed Westerner, who looked so intently at their window displays, and plied them with questions, but probably none of them will ever know how much their answers meant to the desperate man.

Smith came home with his money gone, but his head full of ideas. Like a wounded animal at bay, with his new plans he began to strike at impending disaster. He put on an air of prosperity. He introduced features that had never before been heard of in his town, and probably in no other town. He was soon the talk of the community, and almost before people realized it, his store was one of the show places of the city, and a branch establishment was bringing him a good income. Smith is well established now—so well established with his home store and branches that he is, no doubt, beyond the reach of failure. But he is as eager for good ideas as ever, and makes no secret of the fact that he was saved by a dealers' convention.—The Business Philosopher.

## BOOSTING MORNING SALES.

In order to increase its Saturday morning sales, this store, which catered especially to suburban trade, advertised that it would give a lunch check free with every purchase totaling over a certain amount, provided that it was made before noon. These checks were good in the week following at a designated restaurant," reads the announcement of a Western dealer. A \$3 purchase entitled the customer to a 25-cent lunch and 5 cents was added for each additional dollar spent. Where formerly about a quarter of the Saturday buying was done before 12 o'clock, nearly half of the trading is now done in the morning hours.

## TO INCREASE ATTENDANCE

Convention time is not far away. Secretaries and program committees are already at work. Their efforts to provide suitable attractions will be largely void unless the attendance is large.

Each year the backbone of the meetings is made up of familiar figures. These men come year after year and they receive much of benefit. But those who need help most are often conspicuous by their absence.

Let each man who attended last year's convention make it his own particular business to get at least one merchant to come who has never participated before.

That is a small thing. Yet if carried out, it would mean an increase in attendance and interest such as has never been known before.



# The Necessity of Taking Stock and How to do it

*Taking stock and making out an annual statement shows particulars regarding business that can be secured in no other way—The method of procedure.*

EVERY merchant should take stock and make out a financial statement at least once a year. It unearths so many particulars of a business that could not otherwise be secured, and shows so clearly the exact standing of affairs as well as the progress during the year, that its big value is conceded by every business man who makes a practice of taking an annual inventory.

## The Advantages of Stocktaking.

It is absolutely necessary to know whether the business is making a sufficient profit, and the only way to ascertain this is by taking stock.

If progress is found to be unsatisfactory, steps can be taken to remedy the trouble. If the dealer does not take stock, he will not be aware of the fact that profits are not what they should be, and, therefore, he continues on, all unconscious that he is not making favorable progress.

The amount of business done during the year, or the amount of money on hand, is not an accurate gauge of the real results of the year's work. A complete inventory is the only thing that shows it up accurately.

## Guessing Will Not Do.

Some dealers are encountered now and again who think they know the progress of their business well enough without going to the trouble of stocktaking. These are generally the dealers who, after many years of strenuous labor, find out that financially they have accomplished little. They have gone on from year to year thinking that they were doing all right, but the man who "guesses" that he is making satisfactory headway is likely to wake up some day to the realization that he has guessed wrong.

In these days of increasing expenses and decreasing margins of profits there is absolutely no room for guessing. The business man of to-day must know for a certainty.

## Planning Ahead For the Work.

In order that the work of stocktaking may be carried on with the least trouble and greatest rapidity, some preparations should be made in advance. Whenever bins or containers are empty, they should be weighed and the weight marked on them, so that when it comes to stocktaking all that is necessary is to weigh the receptacle with the goods in it and deduct the tare. This saves the trouble of removing the contents in order to weigh.

Stocktaking affords a good opportunity for housecleaning. While goods are being taken down and counted is a good time to dust them and rearrange displays. It is also an excellent time for getting a line on stickers that are not moving the way they should. Many dealers make an effort to clear these out before commencing to take stock.

## The Method of Procedure.

Those engaged in stocktaking should divide themselves into twos. One man calls off the stock as he counts it, and the other inserts the quantity, description and the cost price, if it is known, on the inventory sheets. Loose sheets are the best for this purpose. Af-

terwards they can be bound together in stock book form.

A little system will lessen the work considerably. Don't do a little here and a little there—jumping all over. Start in at one section and go through that one completely. Collect together all articles of a like nature, and count them all at once. Don't call off a quantity of a certain line, and a moment after call off some more. Put similar articles all together, if possible. It saves time in making extensions, also.

## Keeping Track of Sales During Stocktaking.

If stocktaking is to be made to extend over a considerable business period it will be necessary to have a system so that goods which have been listed, and afterwards sold and included in the cash on hand or in amount on books will be deducted from the stock account. As goods are called off, a slip is left on them showing they have been taken. Then, if any of the goods taken are sold it is noted on the slip. When stock has been completely taken, the items appearing on these slips are added together and deducted from the total of the stock sheets, because their amount is represented either in cash or book accounts. Duplication is in this way prevented.

## Some Features of the Work.

Economize on time wherever possible. For instance, stock sheets that are usually used contain a price column and an extension column. When only one article is called off, it is not necessary to put it down in the price column. It can at once be put into the extension column. If put into the price column first, it only means that the man making the extension has to duplicate the figures.

The question sometimes arises, in the case of goods that have advanced in value since purchased, as to whether they should be listed at actual cost price or cost to replace. We believe that in this case the dealer is quite justified in quoting at the higher price, just as a lower price should be placed on unsaleable or shopworn goods.

It should be borne in mind that it is always better to underestimate than to overestimate. A man can always stand to be a little better off than he figures, but sometimes he can't afford to be any worse off financially than he thinks he is.

If you have the right kind of clerks, you will not need so many of them. If you have not the right kind, get them.

## WHAT PROFIT IS

### From System.

PROFIT is not interest on investment, it is not a salary paid for managing the business. Both these are items which the proprietor should properly pay himself as investor in and manager of his own business. Whether he receives a profit above this depends, in the long run, on his ability as a business man to earn that profit from the people he serves. For profit is the owner's return for risk taken in providing for the wants of his customers and community.



# How to Make Out the Annual Financial Statement

*How to make out the annual statement of resources and liabilities so as to make comparison with standing of business with previous year.*

**W**HILE the taking of an inventory of stock is important, in the fact that it shows whether the stock is being kept small enough for the yearly turnover, the making out of a financial statement at the same time is of even greater importance. The dealer wants to know how much money he has made during the year, and whether it was enough for the amount of business done, and this is what the annual financial statement gives him. It shows him the exact standing of his business and makes possible a comparison with previous years to ascertain what progress is being made.

## Figures Necessary to Make Out Statement.

The financial statement is a summary of the assets and liabilities of the business. Other particulars besides the amount of stock are necessary. They are:

**Resources**—Amount of stock, accounts on books, fixtures and equipment, cash in bank, cash on hand, and bills receivable.

**Liabilities**—Amount due on stock, drafts signed and not due, and all other outstanding obligations of the business.

All these particulars are necessary before the dealer

RESOURCES		LIABILITIES	
Amount of Stock	2,300	Amt. due on Stock	1,300
Accounts on Books	1,300	Drafts Signed	200
Fixtures and Equipment	700	Other Obligations	100
Cash in Bank	650		
Cash on Hand	50	Resources over	
Bills Receivable	300	Liabilities	3,700
	\$5,300		\$5,300
Resources over Liabilities—this year		-	\$3,700
Resources over Liabilities—last year		-	2,300
Net profit for year			\$1,400

A sample financial statement described in accompanying article.

is ready to prepare his yearly statement, showing the standing of his business.

## A Sample Statement.

Herewith is reproduced a sample financial statement that will be of use as a guide to the retailer in preparing his. In this case the resources of the business amount to \$5,300, and liabilities to \$1,600, leaving a difference of \$3,700. Last year, when this dealer took his inventory, he had a balance of \$2,300, so that during the past year he has made a net profit of \$1,400. Of course, if any money has been taken from or added to the business during the year, it has to be added to or deducted from the net profit as shown here. An inventory carried on in this way from year to year allows an excellent comparison of progress to be made.

## Arriving at Values.

Book accounts should be put in at their actual collectable value. Different methods are used in listing fixtures. Some dealers deduct a certain percentage

each year for deterioration in fixtures. The percentage of reduction is based on the life of the fixture. For instance, if the life of a fixture is estimated at seven years, 14 per cent. plus would be deducted off the cost yearly. Say, if a fixture cost \$100, then the dealer, operating on this plan, would reduce the value of it in his inventory \$14.30 each year.

All dealers do not favor this plan, some arguing that a fixture may be worth as much to-day as it was a year ago, and that, therefore, the dealer should use his own judgment in setting the value of his fixtures. They, at least, should not be listed at the cost price, because a used article cannot be sold for its cost, even though it may be practically as good as new.

## In Case Dealer Owns Building.

In case the dealer owns the building he occupies and wishes to include it in the statement, if there has been any advance in the value of the building the amount of advance should be deducted from the net profits of the year to show the exact amount of money made by the business itself. The advance in the value of the building should have nothing whatever to do with the profits of the business. If, however, any improvements have been made in the building during the year, and the cost has been borne by the business, it is then only right that the advance in value should be allowed in the net profits.

A correct yearly statement is of immense value to a dealer, and special care should be taken in its preparation to get it accurate.

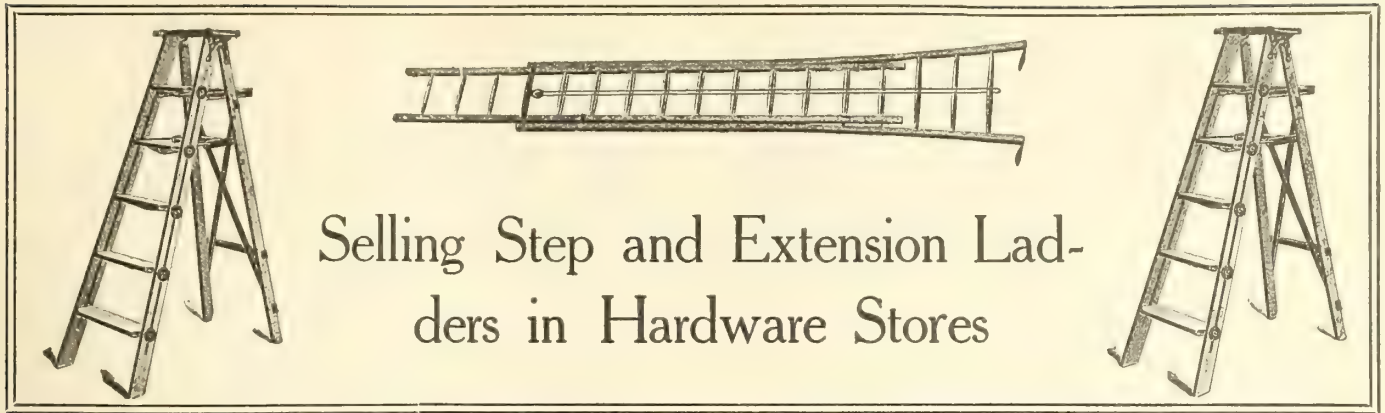
Not the least important part of salesmanship is putting on the finishing touches that send the customer away with a good taste in his mouth.

## SIDE SHOTS ON HARDWARE

By W. J. B.

"Building Castles in Spain."

**I**N a pretty rural hamlet lives a dealer, Jones by name, weaving dreams of pleasant nature—castles in the land of Spain. During dull or cheery weather you will find him by the fire, seeing visions in the smoke clouds wafted from a much-used briar. Through the years that stretch before him he can see a rosy way, filled with many joys and pleasures—little work and much of play. In the intervening period there is glory and renown, brought by success in his business and by honor from his town. Thus he muses of the future, while work waits about his store, and the trade of which he's dreaming rushes past his very door. Like so many other dealers, he has dreams of brightest hue, but towards the getting of them he has yet a lot to do. Bright the picture, but the painting he is much inclined to shirk, while he may be long on dreaming he is mighty short on work. And in all the walks of this life you will find the same thing true—things you get by idle dreaming minus work are very few. If the dreams of all were granted there would be no poverty, but the powers that have the granting, rule that such things shall not be. If you want to reach your ideals do not idleness pursue, but be ever up and striving that those bright dreams may come true.



### ADVERTISING IS A GOOD METHOD.

*By Chas. A. Moore, Manager of the Stratford Mfg. Co., Ltd.*

THERE is one way we know of that would increase the sales of ladders in hardware stores, and that is by advertising the fact on the part of the dealer. Another way is to show the ladders conspicuously. Show them at the front of the store. Many times we have found out that when a person goes in to buy a ladder, if the clerk in the store goes to get one to show to a customer, he usually finds it away at the back of the store, or probably away on the second or third floor in a store room. We know that a step ladder which is displayed in the front of the store and outside will almost sell itself.

Dealers should especially get after painters and fruit-growers for step ladders, besides pushing them for household use. Also it would be well for dealers to conduct a "Safety First" campaign, by pointing out to customers not to risk their lives by standing on a chair or table which is likely to tip over, when a person, especially a woman, wants to do something around the rooms of a house. We know, ourselves, of several instances where persons who have been using a table, when they tried to reach a little higher than the table would permit, have had the table tip, with a consequent injury.

A step ladder is not expensive by any means and, owing to the different grades, every house should have one. The day of borrowing step ladders from neighbors when one wants to put up curtains or wash the window is past.

During the last five or six years there has been a much better step ladder made than was put out ten years ago. Ten years ago you could only buy one grade. To-day you can buy several. The best ladder that is made to-day is strong in every way, and is an article that one is not ashamed to have around the house.

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### LADDER TRADE COME TO STAY

*By J. R. Hambly, Barrie, Ont.*

Until three years ago I did not consider it worth while to stock ladders with the expectation of being able to realize a demand for same, but for the past few years I have sold a number of ladders, and find them a profitable line to carry in lengths from 24 to 32 ft. I think most of the insurance companies at the present time mention in the insurance policy the necessity of the farmer keeping a ladder long enough to reach the eaves of a barn.

I have also sold a number of apple-picking ladders

and I believe the ladder trade has come to stay. Several of the implement men are handling ladders, but there is no reason why the general hardware dealers should lose this business, as there are a number of ladders to be sold, I believe, in every section, if they are carried in stock and displayed in a prominent place. This has been my experience during the past few years.

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### GOOD LINE FOR HARDWARE DEALERS

*By John H. Lee, Grimsby, Ont.*

I believe ladders to be a good line for the hardware man to handle. Nearly every farm or place of any size needs a ladder, sometimes two or three. Here in the fruit district more ladders are used than in some other places, especially during the fruit season.

Just before the fruit season we send out a circular advertising ladders along with other seasonable articles, as I find many people who know they have a hardware store close at home but aren't sure we have the kind of ladder they want and won't bother them-



Page from John H. Lee's hardware catalogue.

selves to find out, and unless we remind them in this way they would never buy from us.

During the fruit season we generally have some samples where people can see and inspect them. Of course it takes room to store many ladders, but the demand can be stimulated at certain seasons so that a large stock need not be carried all the time. A good



light strong ladder is needed around the farm most of the year. On many farms you'll find only home-made ladders, usually clumsy and dangerous, and we try to show any prospective customer it is cheaper to buy a good ladder than to use a poor one. We can generally sell extension ladders to farmers for use in building grain or hay stacks, patching roofs, silo filling, apple picking and tree pruning, as they can be taken apart and each part used as a single ladder, and the profit for the retailer is better than on single ladders. Then stepladders, other than used for picking fruit, can be used for housecleaning, papering and painting. We try to display them in our window along with housecleaning specialties, in the spring and fall, which generally has the desired effect.

\* \* \*

### BEAR FAIR AMOUNT OF PROFIT.

*By D. Milne,*

*of Mackenzie, Milne & Co., Ltd., Sarnia, Ont.*

Ladders are good saleable articles with us, and we have them standing in our warehouse so that farmers and rural customers can see them. They are an article that bears a fair amount of profit, and are necessary on the farm. We think the farmers appreciate getting them.

## New Kind of Auction Sale

**H**AVE you ever tried an auction sale as an advertising stunt? People like to deal with a live storekeeper, and there's no better way of showing you're wide awake and thinking all the time than doing something out of the ordinary now and again.

A novel form of auction sale, which we shall describe, was tried out recently by a Toronto hardware store, but the scheme is of such a nature that it is capable of adaptation to the circumstances of any storekeeper.

The store in question had the window trimmed with some fifty articles ranging from garden shears to bread tins. Each article bore a number, and cards bearing the following announcement were pasted on the window glass:

The articles in this window will be sold to the highest bidder at eight o'clock Saturday.

To make a bid, write your name and address, the

#### ESSENTIALS OF A SUCCESSFUL SALE

1—Arrange the stock in a different way—to give the sale variety.

2—Have enough new merchandise (especially if you are overstocked)—to give the sale a cutting edge.

3—Name some prices that literally burn holes—to give the sale force.

4—Advertise right—to let the people know what you have to sell.

many articles as you please, and as little or as much as you please.

No reserve bid is placed upon anything.

Our employes may not bid.

Should no bid be received upon an article it will remain in our possession.

No bid will be received after eight o'clock on the day of the sale.

Come in and ask any question you wish. We will be glad to furnish information.

Do not leave your bid till too late. You may not pass again, and it has been the case at previous sales that parties received unexpected bargains in this way.

Do it now.

On the floor of the window, as indicated above, was a numbered list of the articles at auction, with the price bid and the name and address of the bidder attached.

Asked as to the effect of the scheme on business the storekeeper told the writer that he did not get back the actual value of the articles in cash. He was more than pleased if he got half. At the same time the value of the sale was not to be measured by the immediate monetary return. The novelty of the scheme attracted great attention and brought strangers to the store, who, having once found the way, would probably come again.

It is easy to see that such a scheme could be carried through by any dealer, and that it would be valuable in letting him know what articles were in demand by the public, as the majority of bids would naturally be on these. This method of sale might also be usefully employed with articles on which a dealer is overstocked.

The sale conditions state that bids should be placed in the letter box. This is all right after store hours, but when the store is open it would be preferable for bids to be taken into the shop and given to the storekeeper.

The scheme is one that lends itself to many modifications, and it is apparent one of these is circular advertising. Circulars with the names of the articles and space for bids can be mailed to householders who can at the same time be invited to come and see the goods themselves in the store window.

### MAIL ORDER COMPETITION.

A dealer in one of the smaller Ontario towns writes Canadian Hardware Journal on the competition of mail order houses as follows:

"Some retail merchants complain from time to time of the mail order houses getting so much trade that should belong to them. Now, this is generally the fault of the merchants themselves in allowing the trade to drift from them. Why not fight the mail order houses with their own weapons? Advertise! Let people know you are in the business. Place yourself before the public.

"The mail order houses do not sell any lower than you do in the long run, only the people don't know your prices. Dress your show windows attractively, change them frequently, and have all the goods so displayed plainly priced. Change your ad. in the daily papers every day or so, and advertise just what you are selling. Don't exaggerate (too much). Don't start off with an attractive headline, and disappoint the reader when part way down the advertisement.

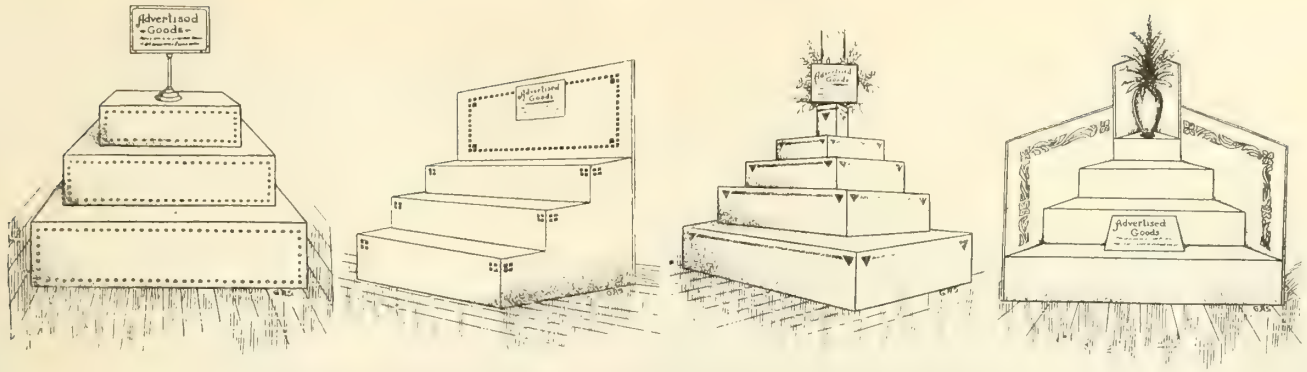
"Keep your eye on what the mail order houses are doing. Watch how they get at the people and take a cue from them."

number of the article bid upon, and the amount you will give on a slip of paper, and place it in our letter box.

Bids will be shown as received on the list on the floor of the window.

Bid as often as you please, when you please, on as





DISPLAY STANDS FOR WINDOWS OR INTERIORS SUGGESTED BY GOOD STOREKEEPING.

## Importance of Good Display Emphasized by Results

*The Tourtellot Hardware Company, Port Arthur, Ont., find good direct returns from window and interior displays—Suggestions for good displays*

BY A STAFF EDITOR

THE importance of good display in attracting customers to the store and selling more goods is demonstrated and emphasized by the actual results secured by the B. Tourtellot Hardware Company, of Port Arthur, Ont., who give special attention to this particular. In many instances, dealers feel that good results are being secured by display, but are unable to trace business directly to displays. It is different, however, with the Tourtellot store, which finds displays demonstrating their value every day by direct returns—and appreciable direct returns too. O. D. Hixon, formerly of Hamilton, is the man who is responsible for the window displays and interior trims of the store.

### Display Stand With Many Compartments

A new form of interior display stand in use in this store is one with the top divided into many display sections and bins for showing goods along the front. A rack extends upwards at the back of it, and on this wire goods of various kinds are shown.

It proves a good means of showing a large variety of goods in a comparatively small space, and that it does so effectively is demonstrated by the statement that it sells four times the amount of the goods shown than if they were displayed in the ordinary manner.

Mr. Tourtellot instanced the case of small paint brushes which were shown in a number of sections of the display stand, and as a result sales of this line have increased tenfold.

### Proves a Good Salesman

"People are always coming in and selecting something from this stand and handing it over to be wrapped up," stated Mr. Tourtellot to the writer. "It requires very little time of salesmen when goods are shown in this manner. They sell themselves." He gave an instance of one customer who purchased a total of \$1.50 of various small articles, by picking them out without taking up the time of a clerk and handing them over to be wrapped up. "If the articles had not been brought to the customer's attention in this way they probably would not have been bought," said Mr. Tourtellot, "because they included a number of small articles that it would be difficult to display except in some such manner as this."

For smaller lines, such as screws, etc., there is a stand with smaller compartments on the counter. Above the front silent salesman, there is another unique stand fixture. It consists of two boards tacked together at right angles and suspended above the show case. The upright board, which is about two feet high, is used for tacking small goods on. At certain seasons, fishing tackle is the line shown. The board that extends outward is about one foot wide, and any seasonable lines are shown on it. The fixture is suitably finished and covered and forms an excellent means of bringing goods to customers' notice, as it is right in line with a customer's vision.

### Hints on Window Trimming

They have many instances of window displays bringing in business to the store, and report that in their case results from window trimming are easier to trace than from other forms of advertising. O. D. Hixon, who looks after the windows, believes in one line displays, because in them the attention of the passerby is more likely to be concentrated on some one article. In order to assist in carrying out the idea of one line displays the window has been divided into two sections, making two individual displays at the one time possible. It is agreed that there are times when a mixed window is permissible. Mr. Hixon cites the case of a spring goods window, in which a big range from oil stoves to lawn mowers—all spring require-

### A FINE SPIRIT OF CO-OPERATION

A fine spirit of co-operation exists in the store of the Tourtellot Hardware Co., Port Arthur, Ont. Mr. Tourtellot makes every effort to promote it, realizing its great value in sales.

"Our sales records are all open to the inspection of clerks," stated Mr. Tourtellot to a representative of the Canadian Hardware Journal, "and it is up to them to maintain them."

"Last year was an exceptionally good year with us and I think it will be difficult to keep up to it this year, but the boys say they can, and are working hard."

This is certainly the spirit that is productive of good results.



ments—were shown, and this particular window proved a good seller.

### The Background and Lights

He emphasized the value of giving a good deal of attention to the arrangement of the window back ground, realizing that it has much to do with the at-

tractiveness of displays. The window in the Tourtellot store is closed in. The lights in it are located at the front and top and are so arranged that they show goods up to advantage and yet do not shine in the eyes of the person looking at the display. It is just such little things as this that have an important bearing on the sales-producing value of window displays.



Front entrance with side windows of Carriere's hardware store at Hull, Que.

### LOCAL PAPER HOLDS WINDOW CONTEST

St. Catharines merchants have for many years been noted for being good advertisers—for being business men who know how. St. Catharines has been well known as a good advertising centre for half a century, long before some other places woke up to the value of advertising.

That the merchants of that thriving city have always known the best methods of publicity was manifest by their liberal use of the newspapers for advertising purposes, and the window display of late years, especially, has come in as an important part of their campaign for letting the buying public know what they have to sell.

Recently The Standard, one of the local journals, held a window dressing competition, and during the whole of the Window Display Week the leading men of the city entered into the contest with that zeal and enthusiasm which has characterized their business career all through, and the competition produced some



Hardware warship in C. P. Moore's store window at Sydney, N.S.

### New Form of Hardware Trim Suggested

Mr. Hixon believes there is a place for the development of hardware window display along the line of that now being used by many gents' furnisiers—in which little goods is used and in which more attention is given to appearance and daintiness instead of to the showing of a lot of goods. In this class of windows, nice fixtures would be made a feature. In a display of food choppers along this line, there would be only about a dozen of these arranged on fixtures and none on the floor. He believes that such a window would be successful in concentrating the passerby's attention on that line.

### Color Scheme and Photographing of Window

Attention to the color scheme is another factor of importance. He recalls a paint window with which he won first prize in a competition while in Hamilton, its attractiveness being due chiefly to the color scheme—labels and background being finely contrasted. He had always been troubled with reflections in photographs of his window, but they were completely avoided

in this case by a plan which may be of interest and value to some other trimmers. The awning on the store extended out a considerable distance. Black oilskins were draped down the front and sides of it, the camera placed in the enclosure as far back as possible from the display, and a flashlight taken. The result was a perfect photograph.

of the finest and best dressed show windows in the country. Many of the merchants had window displays which would be a credit to the best shops in the big cities, and their efforts were rewarded by the wide attention which these window displays attracted to their goods.

Various forms of attractiveness were embodied in the



Christmas display in Carriere's hardware store at Hull, Que.



exhibition of window dressing. Some were simply unique, others depended upon their beauty alone for attraction, while the great majority combined the beautiful with utility and uniqueness, and there was not a single window in the whole list which had not some distinguishing feature to commend it.

Watts & Bates had a made-in-St. Catharines display. In the window were set out, in neat arrangement, hammers, wrenches, locks, chains, nails, hand-axes, etc. The side and back of the window were trimmed with the national emblem and colors, while upon them were

time required by the man who takes his goods into the window and then decides how he is to arrange them.

Window-trimming of the highest type is largely a matter of taking pains and looking after the little things, for it is careful attention to little things that makes perfection. Never be satisfied with an effect that is "fairly good." If a corner is not exactly as it should be, work with it until you get it exactly right—do not leave it until thoroughly satisfied it can not be improved upon. You do yourself an injustice



Window display of Northern Aluminum Company's goods made by the Abercrombie Hardware Co., Vancouver. The fixtures are all ordinary shelves used in other displays. The bottom and first shelf are covered with dark green crepe paper, which makes a good contrast with the polished surface of the goods. The other shelves are plate glass set on shelf brackets. The cost of the crepe paper, cards, etc., used in embellishing the display amounted to about \$1.50.

strung pitchforks, potato shovels, and some of the above-mentioned articles. In the other window, also decorated with the national colors, were displayed cutlery, fine tools, and household necessities.

### HINTS ON WINDOW TRIMMING

By C. A. Netzhammer

When a person enters your shop to buy an everyday article, made by numerous manufacturers, and has an open mind, he probably will buy the article he sees advertised then and there. A shop crammed full of advertising matter advertises not all, but none, there being too much for the eye to take note of, giving only a confused general impression, useless to the advertiser and shopkeeper. So don't crowd your shop or window.

The time your window is closed to the public is valuable advertising lost, and the difference between keeping the curtain down for two or three hours, and keeping it down for a day, will be appreciated by any merchant. The trimmer who goes into his window fully prepared, and knowing what he is going to do, can raise his curtain in a small fraction of the

when you turn out imperfect work. By doing a thing right at first it is much easier to do it right the next time.

### THE MONTHLY BATTLESHIP WINDOW

Isbister & Pretty, hardware merchants, Saskatoon, are making a unique display in their window, consisting of two models of battleships, made up of various articles from their stock. The sides of the vessels are composed of crosscut saws, the bulwarks of clothespins and jack chains, the spars of cleaning rods for 22 cal. rifles and spools of copper wire. The funnels are made up of hose nozzles and ordinary pipe elbows and the crowsnests from circular mouse traps.

Altogether they are remarkably good representations of warships, and reflect great ingenuity on the part of James Nichol, one of the clerks of the store. Since they have been displayed they have attracted great attention from the passersby.

Doust Specialty Co., Toronto, capital \$40,000, has been incorporated to make and deal in mechanical novelties and devices.



# Advertising Clearing Sales in Hardware Stores

By A. B. LEVER

**F**OLLOWING the holiday trade and preceding stock-taking, many retailers find it advisable to inaugurate a period of clearing sales.

At no time, within the last twenty years at any rate, are clearing sales more necessary than at the present. We are passing through a period of both unusual quietness in business and of unusual disturbances in credit. It naturally follows, therefore, that stocks should be cleaned up as far as possible. Clearing sales properly conducted will always accomplish much in this respect.

As it is impossible to conduct a successful clearing sale without advertising, I have selected for reproduction this month a number of advertisements which have been used for this purpose. These advertisements cover a multitude of subjects.

The advertisement of Cragg Bros., Halifax, deals with electrical goods only. This is a good idea, particularly when large space is not used and the ad. is run in a daily paper and can be changed every day. The ad. is well displayed and is striking in appearance. Original was  $4\frac{1}{4}$  by  $6\frac{1}{4}$  inches.

Bell's (Halifax) ad. is an exceeding good one from a threefold point of view. The original was only  $2\frac{3}{8}$  by 6 inches, but it stands out better than many an ad. often does when larger space is used. Credit is due both to the Bell Company and to the printers for this. Then "The Odd Job Saw" phrase is arresting, both on account of its uniqueness and its typographical arrangement. Finally the reading matter is terse and to the point, and the giving of prices has not been overlooked.

The Central Hardware Co., Regina, have in their ad. made no attempt at artistic effect, but it is a good ad. nevertheless. The first line, "Saturday Special, 35c," is arresting, and the arrangement of articles and their price excellent. It is an ad. that anyone could write and so no one has any excuse for not being able to turn out good copy. Original was  $2\frac{1}{8}$  by  $4\frac{1}{2}$  inches.

The advertisement of Peart Bros., Regina, is, in its chief essentials, a good one. Its chief strength is its 25c proposition. I should think it sold a lot of goods, and probably led to sales of other lines as well. But the effectiveness of the ad. would have been enhanced and its typographical appearance improved had the top line been occupied by "Nothing Over 25c" and the name of the firm confined to that which graced the bottom of the advertisement. Original was  $4\frac{3}{8}$  by  $5\frac{3}{4}$  inches.

The advertisement of J. T. Macdonald Hardware Co., Calgary, shows what good use can be made of an  $8\frac{3}{4}$  by  $11\frac{3}{4}$ -inch space. This ad. appeared in a daily paper, but it is a particularly good example of that which may be used in a weekly publication. The ad. is well written and well arranged. The phrases over the first and last columns in the ad. are particularly apt and striking.

C. T. Laird, Regina, has two good ads. in the group, but the one beginning "Every Sale a Sample," is the most effective from a selling point of view. And that which gives it its particular strength is the prices and their arrangement. Both ads. are  $2\frac{1}{4}$  by  $6\frac{3}{4}$  inches.

MacNab Bros., Orillia, have a good ad. in their blanket sale announcement. If it didn't sell horse blankets it wasn't the fault of the ad. If I had been writing the

ad., however, I would have left out the two lines "Now going on at MacNab Bros." They were unnecessary and therefore took up space that should have been given to extending other parts of the ad. Original was  $6\frac{5}{8}$  by  $5\frac{3}{8}$  inches.

The Enterprise Electric Co., Calgary, have a good, all-round ad. No one would overlook it, for it is striking, and the reading matter is well put. It was hardly necessary, however, to have the name of the firm top and bottom. The line beginning "Too Many Gas Heaters" should have been given first place. Original was  $6\frac{1}{2}$  by  $4\frac{3}{4}$  inches.

Ashdown's, Winnipeg, usually turn out a good ad. In fact, I cannot recall a poor one. The ad. herewith reproduced, like all their ads., is designed to sell goods and no space is taken up with useless platitudes. As the firm always use a copy of their trade mark on each corner of their ad., the same exception cannot be taken to the using of the firm name at top as well as at bottom as I have taken to the other ads. in which this has been done. Original was  $4\frac{3}{8}$  by  $7\frac{1}{8}$  inches.

The ad. of A. R. Dundas, Cobourg, is one of the best in the group. "Tight Money Prices" is a particularly apt and catching phrase in view of the present financial stringency. The ad. is a particularly all-round good one, and especially so for its selling qualities. A. R. Dundas is to be congratulated. Original was  $6\frac{3}{4}$  by  $7\frac{1}{8}$  inches.

## VALUE IN GIVING PERSONAL TOUCH TO ADS.

Last year, the J. F. Cairns Company, of Saskatoon, Sask., erected a new store in that city that would do credit to cities of much larger population. It is not only large, but conducted along highly efficient methods.

"The difficulty with which we are confronted," states J. E. McWilliams, advertising manager of the new store, "is trying to conduct a store on a metropolitan scale in a small city. In attempting it we are liable to get away from the small town spirit, in which the personality of the man at the head of the business plays such an important part." In writing his ads., Mr. McWilliams tries to 'give a personal touch by using Mr. Cairns' name quite frequently.

Space is used in both morning and evening papers. On holidays, instead of regular advertisement, a store editorial is generally run, dealing with some phase of the store's service or policy.

"The big necessity in a city of this size," says Mr. McWilliams, "is to constantly have something new. Interest soon dies in advertisements if a set form is continually followed. We constantly aim to have a change, instituting special features, such as managers' sales, first-of-the-month sales, etc." To give a different appearance to ads. borders and arrangement are frequently changed.

## WHAT ADVERTISING WILL DO

The writer attended a meeting of merchants recently and the subject of advertising came up for discussion. One man stated that he was not favorable to spending money on advertising—that he had been in business for



Advertisements in trade papers, and not exclusively the persuasion of commercial travelers, now help the retailer in making his selection. If he is not a good

Regular shipments of pig lead from the smelter of the Consolidated Mining & Smelting Company of Canada, Limited, at Trail, B.C., to China and Japan were recommenced in December, after a lapse of two years. The Consolidated Company has contracted to ship 100 tons in each of the first two months of the year. Fifty of the 250 tons which were shipped last month went to Kobe, Japan, and 200 tons to Shanghai, China.

# TIGHT MONEY PRICES

Now is the Time to Watch the Advertisements for Money Saving Bargains. We Publish our Prices because they are Right.

## Saw Ammonia Powder

There is nothing like Saw Ammonia Powder for cleaning and shining your car and truck. It is the only compound that will remove dirt and grease from the paint.

15¢

## Flex Oil Soap

This is the most powerful cleaning agent for washing and cleaning your car and truck. It is the only compound that will remove dirt and grease from the paint.

40¢

## Universal Food Colors

These are the most powerful food colors for coloring your food. They are the only colors that will not fade and will not harm your health.

15¢

## Remain Brand Toys

These are the most powerful toys for your children. They are the only toys that will not break and will not harm your children.

HALF PRICE

## Leak Out Clocks

These are the most powerful clocks for your home. They are the only clocks that will not break and will not harm your home.

\$1.25

## Old Dutch Cleanser Chamois Dot

This is the most powerful cleanser for your car and truck. It is the only cleanser that will remove dirt and grease from the paint.

15¢

## Aurthur Enamelled Soap Kettles

These are the most powerful soap kettles for your home. They are the only soap kettles that will not break and will not harm your home.

\$2.00

## Remain Brand Lardons

These are the most powerful lardons for your home. They are the only lardons that will not break and will not harm your home.

FREE

## Five-Click Tin Kettles

These are the most powerful tin kettles for your home. They are the only tin kettles that will not break and will not harm your home.

\$2.00

## Cold Blue Lanterns

These are the most powerful lanterns for your home. They are the only lanterns that will not break and will not harm your home.

75¢

## Enamelled Rod and Double Pipe

These are the most powerful rod and double pipe for your home. They are the only rod and double pipe that will not break and will not harm your home.

\$1.25

# A. R. DUNDAS



## Collins' Course in Show Card Writing

*One of a series of articles  
specially prepared for this  
journal.*

At the beginning of this course we emphasized the importance of speed or the saving of time in card writing. It is to everyone's advantage, and especially to the card writer himself, to turn out work as quickly as possible. There are many little kinks and wrinkles to facilitate the rapidity of work, among which are stencils and templets. But these are advisable only where a goodly number of cards are to be made of the same kind. Stencils are best suited for large letters, and are used much in board sign work.



Fig. 22. Sample of stencil and its work

But of course they can be used on cards when the letters are large enough. The stencil should be cut out of heavy manilla paper. There are two ways of making your design. One is to lay out your paper the way you want it, then place tracing or other transparent paper over the letters you wish to stencil and either trace these on the manilla paper or paste the paper right on to the stencil paper. With a very sharp pointed knife cut out the letters. Lay the stencil paper on a smooth piece of card, so as to prevent a ragged edge on the under side of the paper when you are cutting the letters out. Note Figure 22, which will give you an idea how to cut the letters and leave sufficient "bridges." These are to keep certain parts of the letters in place, like the centres of the letters O, P, A, etc. The L and C are bridged to strengthen the stencil, as it would curl at these points and not work well if it were not tied or bridged. After cutting out the letters, shellac the stencil paper well on both sides. This prevents the paint from soaking into the paper and

spoil it. Be sure that the edges of the letters are well shellaced.

The paint used for stencilling must be much thicker than for ordinary work. Also use a stubby brush and use the ends of the hair, rubbing the paint on lightly until the letters are all covered. Be careful not to let the paint get under the edges of the stencil. Turn the stencil over occasionally and wipe off any paint that may be on the under side. After you have filled in the letters with the stencil, take it off and go over the "bridges" with your brush, thus making one continuous stroke of each letter. See the lower part of Figure 22.

The other way to lay out your stencil is to lay out your design on the stencil paper and proceed as above.

### Templets

The templets are similar in construction to stencils, but are operated differently. If you have a dozen or more of one style of card to make, cut a templet similar



Seasonable card—printed on burlap, mounted on white card.

to Fig. 23, and lay it on to your cards and mark the openings. This will assure speed and uniformity. After marking the cards proceed to letter in the usual way. The pencil marks still on the card, Fig. 24, will

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z ?

Plate 49.—Full block Roman with rounded blocks—capitals.



show you the operation of marking. The process of laying out the templet is the same as the stencil.

### Fancy Blended Colored Cards

For special businesses or special occasions, where bright, fancy, fussy cards may be used and not look out of place, you can make these with dry colors, chalk or crayons. It requires a rather rough surfaced card or paper to do this work on, as you cannot obtain the best results on a glazed or smooth-surfaced card. If you use dry colors, make a pounce bag for each color. This is done by taking a square piece of cheesecloth or open mesh cotton and put your color in, and gather the edges up and tie with a string, the same as a "blueing bag" used for blueing clothes. Make another bag the same way, but use a piece of cotton batting for the centre. This is for a blender.

To get the color effect, pounce or rub the desired colors on to the card, then blend with the cotton batting bag. With a little practice some very pleasing effects are obtainable. For example, you may get pretty sky backgrounds, moonlight grounds, water effects, etc. If chalk or crayons are used, you proceed in the same

in the original card. This is because the ochre photographs very dark.

### Alphabets

The alphabets shown in Plates 48 and 49 are a practical kind that may be used frequently in card work. They are a full block Roman, with the ends of the blocks rounded. This gives a very pleasant effect, and is not hard to execute.

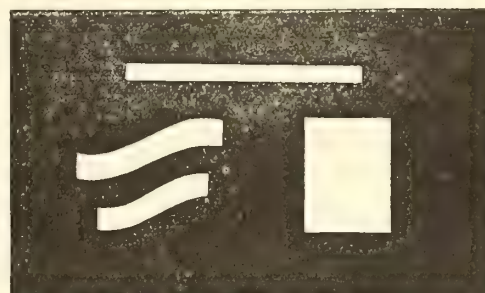
### BUCKING THE CURRENT

"I once steered a raft down the Mississippi River and it went along delightfully with the current; but I didn't meet any rafts going upstream. They were all steamboats." Thus in his well known homely fashion Abraham Lincoln spoke a very suggestive parable. It is easy to drift down the stream of life, with just enough effort to keep out of the shallows and rifts, using the least possible energy.

That is one way to go through life—perfectly satisfactory if one has no ambition to get on and succeed and accomplish. If, however, one wishes to be of some use in the world, it is necessary to develop virile, manly



Figs. 23 and 24.—Work done by templet, and templet itself.



way, only you rub them directly on to the card or paper and blend in the usual way. Plain ingrain wall paper is very suitable to work in this way. It has that rough surface that takes the color well. Cut the paper to the required size and mount on white or grey card, leaving enough projecting all around to make a margin. After mounting, the card is ready to letter in any desired way. It is well to use dark colors for the lettering. Cards of this character must be handled carefully, for the dry colors always rub off easily. This class of cards is not desirable to use should they require to be handled much, for they soil so easily.

### Sample Cards

The one sample card this month is an illustration of the utilization of various material for card work. This one is done on a piece of filled burlap and mounted on a white card. The color is ochre, which is dark enough to be lettered in white. The shading of the figures is done with the air brush and, unfortunately, does not show so strongly in the reproduction as it does

qualities, such as determination, force, earnestness and firmness, to enable one to buffet the swirling cross currents, baffling rapids, perilous eddies and hidden undertows of the up-stream of life.

To succeed and better oneself, one must not be content to drift; one must develop the latent qualities that make for success. The steamer forces its way upstream against odds because in it are concealed certain forces which push it relentlessly ahead—always guided by a wise pilot.

And so the man or woman who would be a success must have not only reserve force for emergencies, and must be guided by the pilot of Self-control, but this reserve force or power must be restrainable.

Here is a sign from an Oklahoma City M.D.'s office: "There is a little matter that some of my patients have seemingly forgotten. It is unnecessary to say that I allude to the fee for my services. Money is needed in my business and must be had."

abcdefghijklmnopqrstuvwxyz

Plate 48.—Full block Roman with rounded blocks—lower case.





COMPELLING PAINT WINDOW DISPLAY MADE BY FRED W. ASH, OF THE CRESTON MERCANTILE CO., CRESTON, B.C.

## Making Winter Pay Paint and Varnish Profits

**I**N a recent number of "Selling Power," Pratt & Lambert's dealers' magazine, there appeared an article dealing with profits of paint sales in winter time. It was so good and contained so many fine points that it is in part reproduced herewith:

Friday was the dulllest day in the business week until the department stores changed it. Winter likewise can be made to pay good paint profits. In the summer, when the days are long and outdoor life calls, people are but little inclined to do much work inside, nor does the need for a good looking interior become so apparent as in the winter. During the long winter months much time is spent indoors, and time often hangs heavily on the hands, which could be improved in painting. Why should a man whose rooms are obviously in need of the "cheerfulizing" influence of paint and varnish wait until spring, when outdoor life will again come into its own? Why shouldn't he get the benefit of the first beauty of freshly finished rooms by doing it now? Here's an argument to present in your advertising and across the counter, that should boom winter paint and varnish sales.

Paint can be as successfully applied in cold weather as in warm, providing the surface is dry and the atmosphere dry, not damp or humid. If the room is cold, the paint will have to be thinned a little more with turpentine to counteract the effect of oil congealing in cold weather and will have to be brushed out more. In winter when the stoves and furnaces are going full blast, the air as well as the walls and ceilings of any house are often dryer than during the spring and fall. So don't let down the bars on your paint selling efforts when cold weather comes. Keep up your window displays. Feature paint in your advertising. Keep the paint, varnish and enamel stock and selling helps featured well up in front of the store all year around.

Household paint specialties should sell particularly well during the winter months. Why not make an advertising point of it? Ever think of having a big winter paint clearance sale of damaged and rusted cans—of goods that didn't sell, so as to be in a position to

start off in the spring with a good clean salable stock with no shelf warmers? A little 'phone solicitation on household paint specialties might help boost paint and varnish sales when time hangs heavy.

Painters will usually accept work during the winter at a lower figure than in the spring, to keep them busy. Why not call a meeting of your painter customers and suggest that they give a discount to all those who have their work done during the months of January and February, and guarantee first-class results. Then place a large sign in your window, "Save money. Have your painting done during the months of January and February. The following painters will give a discount of — per cent. on all painting work done during these months and guarantee first-class results." Then list the painters on the remainder of this sign. Suggest to these painters that they get out a co-operative circular along the same lines. Devote portions of your advertising to it.

Extra dryer is required in cold weather, and why should the fellow who's got his automobile or boat laid up for the winter wait until spring to refinish it? Chances are, if you get after him and show him the advantages of working on it at his leisure he'll refinish it during the winter. When nobody starts anything, nobody does anything. It's up to you to start something in making winter pay paint and varnish profits.

### BRANDRAM-HENDERSON'S CONVENTION

The annual sales convention of Brandram-Henderson, Ltd., held at Montreal on Dec. 14 and 15, was a most satisfactory one, surpassing the Toronto convention of last year, and the one at Halifax, two years ago, in all respects—and that's going some. The meetings were held at the company's plant at Mile End. The first session began with an inspection of the plant, and instructional work on lead corroding, grinding, dry-color making, paint grinding, etc. These lessons were given by Mr. Monk, manager of the lead works, and Mr. Edwards, manager of the Montreal paint works, and their



purpose was to increase each salesman's efficiency by giving him a more complete knowledge of how B.-H. products are made.

At half-past twelve these lectures were complete, and luncheon was served at the club house. At the after-



JOSEPH R. HENDERSON, Pres. and Gen. Manager, Montreal.

noon session there were short addresses on the new B.-H. products of the year from George Henderson, Maritime Provinces' manager; Mr. Edwards, Mr. Poole and Mr. Monk, of the Montreal office. During this meeting, the president, Jos. R. Henderson, was in the chair. At 3.30 there was a meeting presided over by Mr. Carleton, the senior salesman. This meeting was attended not only by the traveling men, but by heads of departments and the president, and the salesmen told the bosses quite frankly what they thought about the administration of the business and what people were saying about B.-H. products. They made suggestions for increasing sales, new styles of packages, etc., all of which were reported in shorthand, and afterwards transcribed for the consideration of the managers on the next morning. This meeting lasted until dinner time, when the whole party adjourned to meet at the Princess Theatre, to see Marie Dressler, as the guests of the president.

On Tuesday morning the branch managers and the general manager met to consider the travelers' recommendations of the day before, but their decisions with regard to the same were not given out until later in the day. While this meeting was going on, Mr. Poole, the Montreal sales manager, was conducting a window dressing competition, entries being made by the Maritime Provinces, Quebec and Ontario representatives. First honors went to the East, R. C. Blakeney, of Halifax, and Mr. Church, of St. John, being awarded the prize for having designed the most effective display. At noon there was luncheon at the Place Viger Hotel, and while coffee was being served a short and easy interesting address was made by C. W. Tinling, of the National Drug Company. Mr. Tinling's subject was "Made in Canada Goods," and his arguments made a very

deep impression on all those who had the good fortune to hear him. Mr. Tinling is one of the foremost workers in the "Made-in-Canada" campaign, and the Canadian manufacturers of the future, as well as those of to-day should feel the benefit of his work.

From the "Place Viger" the party returned to the Brandram-Henderson plant to another business meeting. This proved to be quite an important one, for it dealt with the publicity campaign of the company for 1915. George Henderson was the speaker, and the details of this campaign were received with much enthusiasm by the salesmen, one and all, who seemed to have a very high appreciation for the help which comes from well connected, forceful advertising. Mr. Henderson told them that the campaign for the New Year would be up to the usual high standard of the company—that despite the quietness of business in some parts of Canada, the Brandram-Henderson Company were determined to maintain a strong educational advertising campaign throughout the new year.

Immediately this meeting adjourned, everybody went over to the president's office to learn the management's decisions concerning the salesmen's suggestions of the previous day, and it afforded great satisfaction when the information was given out that nearly everything the salesmen had asked for had been granted.

The closing function of the day and of the convention was the dinner. On account of the war it was thought that this function should be given very quietly and that instead of going to one of the big hotels as usual and everybody appearing in evening dress, it would be very much better if it were held on the company's premises. At 7 o'clock, therefore, the assembly sat down to a simple, but well-served banquet in their



GEO. HENDERSON, Manager Maritime Provinces.

own club house. A piano had been provided and so, after full justice had been done to the eatables and drinkables, all made in Canada, the company sat around and participated, each as he could, in the musical programme which had been arranged by Mr. Poole, the sales manager at Montreal.



## IT IS PINCHIN, JOHNSON & CO. OF CANADA, NOW

Pinchin, Johnson & Co., of Canada, manufacturers of Minerva paints and specialties, announce that they are now owned solely by Canadian interests, and that the company becomes a Canadian organization in which Brandram-Henderson, Ltd., are largely interested. This connection is considered particularly advantageous to Pinchin, Johnson & Co., as it gives them a raw material source of supply heretofore unavailable, particularly that of white lead, which is corroded direct from the metal by the Brandram and Old Dutch pro-



R. B. JOHNSON  
Manager Pinchin, Johnson & Co.  
of Canada.

cess, by Brandram-Henderson, Ltd., at their lead corroding works, Montreal.

R. B. Johnson, who has been connected with Pinchin, Johnson & Company for some years, is appointed manager, and will retain most of the old staff. The policy adopted is broad and aggressive. The quality of Minerva paint will be maintained at "high standard," and they are in a better position than ever to render most efficient service. Their salesmen will shortly place the Minerva paint 1915 selling campaign before the trade in such a manner as they feel confident will be appreciated.

Pinchin, Johnson & Co.'s Canadian business was established five years ago, their plant being located at Toronto. Despite the short time it has been operating in the Dominion, the company has made splendid trade connections. Their Old Country business has a continuous record of 70 years.

R. B. Johnson, who is now manager, comes of old paint stock, his uncle, Wm. Johnson, being one of the paint-making pioneers of Canada—at the head of the old Wm. Johnson Paint Co., Toronto, the forerunner of the Canada Paint Co. It was natural, therefore, that R. B. should gravitate to that business, in which he has now been engaged for the past 17 years. Mr. Johnson was born and reared at Brockville, Ont. He is an enthusiastic believer in the "Made-in-Canada" principle, and has high hopes for the paint business in 1915. He was a year ago a member of the executive of the Canadian Hardware Manufacturers' Exhibitors' Association.

## FROM PAINT TO TOBACCO.

A complimentary dinner was given to L. R. Greene by his friends of the Montreal Publicity Association, of which he is a past president, in the club rooms of that organization on Friday, Dec. 11, on the occasion of his

leaving Montreal. Mr. Greene has resigned his position of advertising manager for the Sherwin-Williams Co. of Canada, Ltd., to take up a position with the Tuckett Tobacco Co., Hamilton. Mr. Greene is thus getting back near the home of his youth, having spent his boyhood days around Burlington.

He came to Toronto as a boy, taking a job as office boy in the S.-W.P. warehouse there. For a time, too, he was also the gasoline engine which ran the elevator to the upper storerooms. While with the Toronto house, always interested in drawing, Mr. Greene showed such aptitude in drawing and lettering showcards that he was encouraged to continue his artistic proclivities and eventually he came to the notice of the officials at the head office in Cleveland.

Mr. Greene went to Cleveland about 14 years ago and became a member of the advertising staff, rising through promotion to the management of that department. In that period of rising he grew to be one of the best paint advertising men in America. In fact, he was one of the pioneers in the field of paint advertising. The little Dutch boy, so often used in connection with the S.-W.P. products, is a creation of his.

A few years ago, when the amalgamation of the S.-W.P. and Canada Paint Co. was effected under the title of the Sherwin-Williams Co. of Canada, Mr. Greene was sent by his superiors at Cleveland to Montreal to organize the Canadian advertising department for his company, and how successfully he accomplished his work is known to all the newspapermen and all the hardware dealers throughout the Dominion.

And now he is going up to Hamilton to do for a tobacco company what he did for paint advertising. The death recently of J. W. Lamoureux, president of the Tuckett Tobacco Co., made some changes necessary in that organization, and Mr. Greene goes up to assist. It



L. R. GREENE  
Paint advertising man who is to make  
Tuckett tobacco just as famous.

is somewhat of a wrench to break away from a business and a personal connection which has been a life work, but Mr. Greene has enough of the vitality of youth to make his new position a decidedly enviable one.

At the dinner tendered him by his friends, Mr. Greene was presented with a fountain pen, which he will keep available to sign many advertising orders for the Tuckett Company.

He was also presented by the management and his many friends in The Sherwin-Williams Co., on the eve of his departure, with a silver loving cup as a token of the regard and esteem in which he is held. The presentation was made by J. H. Gordon, secretary-treasurer, in the absence of C. C. Ballantyne, vice-president and managing director.



# Why Hardware Dealers Should Handle Metal Roofing

By A. A. GILMORE

The first thing human nature considers in any purchase is what will it cost, and this is divided into first cost and ultimate cost. In most cases first cost is alone considered, and money is necessarily wasted.

In buying a roof—no matter what the material to be used—price should be considered from a cost per year of service point of view. First cost should hardly ever

Tests have proven beyond all doubt that a good grade of metal shingles will outlast all ordinary kinds of barn or house roofing and will give the best of satisfaction.

## Metal Roofs With Long Life

In my travels I have seen and examined metal roofs that have been up for twenty-five years and found no rust or wear. They apparently were good for another twenty-five years. Absolutely not one cent for repairs was spent on these roofs. They were never touched since the day they were erected. I have seen roofs on houses right next to a stove foundry, which have been getting coal dust and gases for ten years, and the metal is still standing the racket and giving good service.

Farmers, as a class, are the best buyers of our country. They know the value of money and want full value for every cent. A trip through our rural districts will show what farmers think of metal roofs. There are thousands of them.

Years ago metal shingles were given a black eye on account of poor erection. If a man put on a metal roof and it leaked, he cursed the "tin" roof from eave to ridge and back, and then he kicked himself for being led to buy it. He didn't stop to think that the shingles might have been erected improperly. If it had been a wood roof he would have made his carpenter come and fix it, for one shingle might have been out of place.

To-day the metal companies' agents are usually trained men, and any of the advertised shingles properly erected will give the best satisfaction. Of course, there are still a few who will pay no attention to directions, or untrained men will try and do the erection, and the consequences are that the company who made the shingles gets all the blame.

A good metal shingle such as the popular brands



High School at Stirling, Ont., covered with galvanized metal shingles.

enter the transaction. A poor roof or a roof that will not stand the weather a reasonable length of time is a loss from the day it is erected.

The price of a metal-shingled roof—even in first cost—compares favorably with a good grade of wood shingles. I have made a canvass of a number of builders in different parts of Canada, and find, considering cost of erection, nails, etc., the metal shingles are little, if any, higher in first cost.



Servicable new stables of Miss K. L. Wilks, at Cruikston Park, Galt, Ont., designed by A. A. Gilmore. The main stable is over 130 feet long. The roof is covered with galvanized "Preston" safe lock shingles, and fitted with "Acorn" barn ventilators. The sides are "Acorn" corrugated galvanized iron, and the eaves are covered with cornice of same make. The lower half of the stable is of brick construction. The sheds and smaller stable are also covered with galvanized metal shingles and side covering.



here in Canada will give long life and the very best of satisfaction if properly erected.

### Severe Test of Metal Roof

I know of one grade of metal shingles which was tested by turning the full pressure of a city hydrant against the roof from various angles for over two hours, and not a leak developed.

Everyone will admit that a metal shingle roof is fireproof, for metal cannot burn. The shingles, being locked tightly together, will admit no sparks. Sparks from other burning buildings or from threshing outfits die and do no damage on these roofs. Metal shingles are also a fire retardant. A few years ago, at Simcoe, Ont., a shop was covered with a standard make of shingles. One day the building was gutted by fire: all around it were other buildings, but the fire was confined to the shop by the metal roof.

### Lightning-Proof Quality

As to the lightning-proof qualities of a metal roof, we can quote C. Dolph, of the Metal Shingle and Siding Co., Preston, Ont.: "We have been giving a lightning guarantee with our Safe Lock Shingles for fifteen years, and have yet to be called on to pay a claim."

Prof. Day, of the O.A.C., says that a metal roof, properly grounded, is one of the best forms of lightning protection.

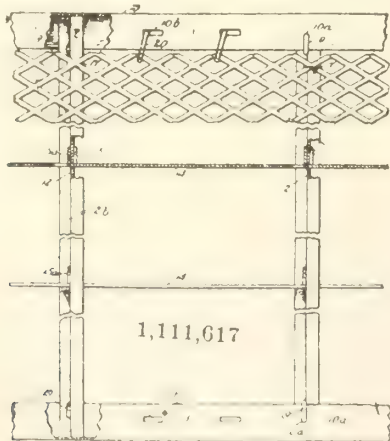
Insurance companies give lower rates on metal-covered buildings.

Metal shingles are easily handled, easily erected, and make a beautifully appearing roof for any kind of a building. A glance at the two buildings shown here will bear out this claim.

Anyone buying a roof can make a thorough investigation of metal roofs. There are thousands of chances here in Canada, and all the metal companies welcome any questions about their products.—A. A. Gilmore.

### CANADIAN INVENTS METAL PARTITION.

Charles William Sanders, of Victoria, B.C., has been granted a United States patent under number 1,111,617 for a sheet metal partition described as follows: A metallic partition, comprising spaced studding elements,



each having oppositely projecting flanges along its vertical edges, channel plates at the top and bottom of the partition, the top plate presenting downwardly projecting flanges and the bottom plate presenting upwardly projecting flanges, between which flanges the upper and lower ends of the studding elements are received, the studding elements being formed with verti-

cal series of vertically ranging, elongated slots adjacent to the side flanges, the flanges of the channel plates having transverse holes adjacent to the upper and lower slots of the studding elements, ties securing the channel plates to the studding elements, said ties extending through the holes of the channel plates and the adjacent slots of the studding elements, stiffening members between adjacent studding elements, metallic lathing on the faces of the partition, ties securing the lathing to the studding elements, said ties passing through slots of the studding elements between the channel plates and ties securing the lathing to the flanges of the channel plates, the lathing being in the vertical plane of the flanges of the channel plates and the latter having openings for receiving the last-mentioned ties.

### THE ABUSE OF PLUMBING FIXTURES

All too often the plumbing manufacturer is blamed and claims are made for defective material when conditions such as are set forth are responsible for the damage, says a writer in the *Architect and Engineer*. This letter is from a manufacturer's representative:

"The other day I was called in to look at a couple of tubs installed in a very fine apartment building. In this job were twenty-six (26) high grade tubs. I was surprised to see the condition of the fixtures generally, as the tubs were most all covered with lime and mortar left by the plasterers and tile setters. On at least three of the tubs it was almost impossible to see any enamel, and I am of the opinion that when this debris is removed the surface will be affected.

"The lavatories are also in very bad shape, as most of them show where the painters have cleaned their brushes on them. I took this subject up with the plumber and he stated that after he set each fixture he covered both tubs and wash stands with paper, but that the plasterers, carpenters, painters and other tradesmen on the job removed the covering. It is my opinion that a more substantial covering should have been used: one that would have required more effort to remove, such as a tarpaulin or canvas covering. Paper is not sufficiently strong and too easily removed to be of any real value for this use. I next took the matter up with the general contractor and pointed out to him the shame of abusing bathroom fixtures in this manner, and he stated that it was something beyond his control, and was up to the individual or sub-contractors.

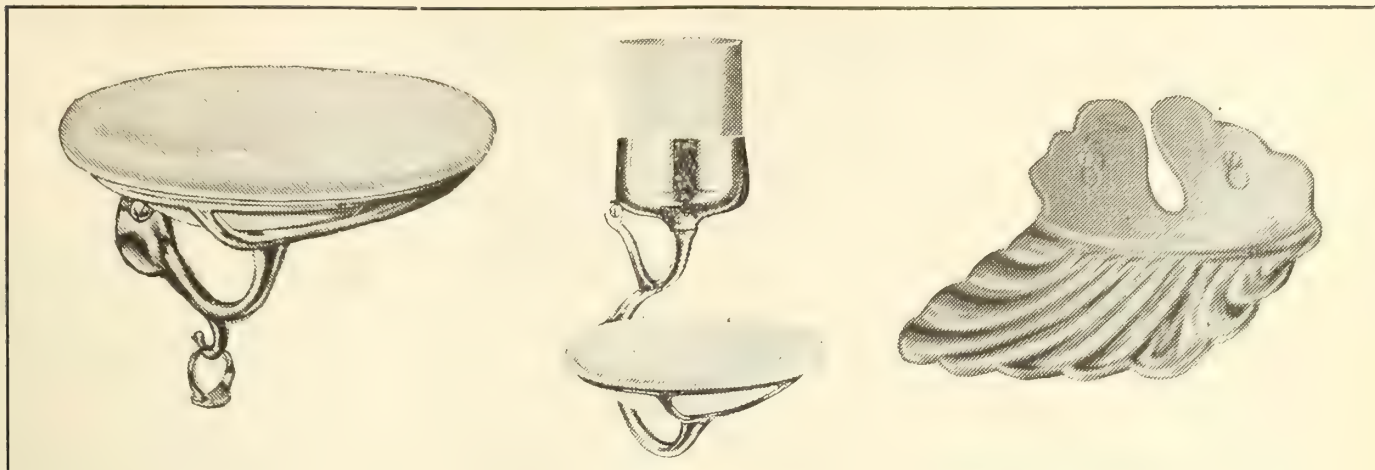
"I have no doubt but what more care will be taken on future jobs by the people whom I talked to in this particular case, but to take up each individual contract and attempt to guard against this abuse is something out of the question.

"On the same job I was walking on a hardwood floor and was cautioned by the man laying it to walk on my toes and not with the heels of my shoes, yet apparently no care was thought to be taken about porcelain enameled lavatories and bath tubs."

This case was clearly one where the plumbing fixtures were installed before they should have been. The plastering and all similar work should have been completed before the fixtures were even taken to the job, and there would have been no possibility of such damage being done.

A Kentucky hardware dealer handling sporting goods in a country district not only sells guns, but rents them to those who do not care to buy outright, but who buy ammunition from him.





## Displaying Bathroom Fittings in Hardware Stores

By K. N. F.

**T**HERE is no one line of goods that makes a more effective display than nickelplated bathroom ware, such as towel bars, soap dishes, tumbler holders, and the like; and conversely there is nothing much worse than a poor, neglected, tarnished lot of these accessories.

The writer of this article has in mind two hardware stores in the same block on the best retail street in one of our bright Canadian cities. In one of these stores is an imposing window array of towel bars in all sizes and styles, which attracts the attention of the casual passerby. On going inside the store, one finds conveniently placed behind the counter another display in a wall cabinet. This enables the salesman to show goods without asking the customer to walk over to the window display. The owner and salesmen in this store report a good demand for these goods, and consider the line one of the most satisfactory sellers they have; and they handle only the best grade, too.

The other store has a nice display of everything except bathroom fittings; and reports "no enquiries" for such goods. On a board covered with a rusty-black cloth there are screwed a towel bar or two and one or two other fixtures. The bare spaces on this "display" board are eloquent of short stock—or no stock; and the samples themselves are tarnished to a dull grey, about the color of a German soldier's service uniform; and that, as you know, is designed to be as inconspicuous as possible. Let us start out with the axiom that a display of bathroom fittings should not be inconspicuous.

It will depend on the taste of the individual merchant whether his permanent display is to be in a wall cabinet or in the counter show case. Either is satisfactory, provided the articles are tastefully arranged, and are rubbed over often enough to keep them bright. A mistake that should be guarded against is the removing of articles from the case for filling orders. Such depletion spoils the whole effect and gives the customer the impression of scant stocks. It is not necessary to carry a heavy stock of any one thing, because they can generally be brought on quickly from your dealer's stock; but there should be at least enough of each article to spare the display board.

In addition to such permanent exhibition, an occasional window advertisement is a good trade help.

Place as many of each thing in the window, loosely, as you can spare from stock, arranging in such a way as to attract attention; and be sure to keep them rubbed up bright. Merchants who have tried this occasional window display state that the goods move rapidly during such exhibitions. The essential thing is to change your display frequently. Do not put fixtures in the window and forget all about them. Give the public an occasional rest.

One rather excellent manner of quickening sales is to put an assortment of fixtures on the counter or, better still, on a table in a prominent place, so that the customer can pick up and examine the goods. Have everything tagged to show the price; and if the customer does not buy the first time she has at least become interested and will probably make the purchase later. Just at the present time it will help if the goods are "Made in Canada" and are tagged in such a way as to let the customer know this.

Some live dealers who use the newspaper to advertise their business will announce a special sale for a certain day or week, on which occasions they make a display table of an assortment of fixtures that can be retailed at one price. One successful plan is to make a 69c. sale, another a 50c. sale, and so on. In this case it is necessary to have plenty of fixtures in stock, although it is generally sufficient to have perhaps one style of towel bar, one tumbler holder, one soap dish, one toilet paper holder, etc., for the assortment.

Whatever method is adopted, the goods must be carefully selected, and must be of the best materials, and well finished. As a rule, choose a line with an established trade mark. If the goods are well bought, a few experiments in display as suggested in this article will amply repay the live merchant for his trouble.

### THE ROMANCE OF BUSINESS

By Andrew Carnegie

**I**F a young man does not find romance in his business, it is not the fault of the business, but the fault of the young man.

Business is not all dollars. These are but the shell—the kernel lies within and is to be enjoyed later, as the higher faculties of the business man, so constantly called into play, develop and mature.



# Dad's Letter to Jim on Selling Stoves

By Edward Dreier

**W**HEN you sell stoves, Jim, you must be very much like a doctor diagnosing a case. You must be able to go to every part of the stove and tell why and what it is for.

Did you ever realize that a stove is very much human?

It must eat. It must be fed, and must breathe and be given shelter—otherwise it isn't of much account.

Stoves are like people. There are different kinds. Some are more valuable and better developed than others.

You have seen people who consume a great amount of food, and yet they are thin, sickly-looking, and do very little work. You also have seen hollow-chested people who didn't breathe well, they too played a very small part in life's game.

Then you have seen people with great broad chests,

bake well, give long service, and to be made of the best materials by a thoroughly reliable house.

A good stove lasts long, and that is your aim. When you pay good hard-earned cash for it you want to get one hundred cents' worth of value for every dollar you spend—more if you can. Some stoves can be bought for fifteen dollars, stoves that look all right and are of good size, while you can buy others of the same size for thirty-five dollars. In the latter stove you get value, good material, and excellent workmanship. It will last three years to the other's one, and money will be saved by its purchase. Just as your farm or your store must pay you dividends, so must a stove give back to you every year good service.

Now, Jim, when you sell stoves you must sell along these lines. You must be able to tell your customer all about the stove you have to sell—and you must tell it



**GALLOPING** range suggested by Lt. Col. Gartshore, of the McClary Mfg. Co., for use of troops in the field. This range provides accommodation for sixteen standard camp kettles, besides pans in the oven. While very strongly built, it weighs only 1650 pounds, and can be moved rapidly over rough ground, drawn by one horse.

hard firm muscles; with a glow of health to their bodies—yet these men and women eat moderately; but they get every bit of energy out of what they eat. They breathe deeply, and keep themselves clean.

Stoves are just the same. There are the stoves which eat up a lot of coal and give off very little heat; most of which goes up the chimney. Others take in a lot of coal and burn about half—the rest stays in the firepot and chokes up the fire. Some have very poor ventilation, which reminds one of the flat-chested mortals who go through life doing very little of anything.

And now we come to the stoves which use very little fuel, but get all the energy out of it, these are the stoves with the good flues, correctly arranged dampers, and firepots which are made so as to utilize all the fuel to the best advantage.

When you buy a horse you buy one that looks well—one that will give good hard work for every quart of oats and pound of hay he eats. When you hire a man you want one who will give you the best service at all times—at the lowest possible cost. It is the same way with everything you buy, rent or hire. You want service, and you want good service.

Now, it is just the same when buying a stove. You want one that looks well, consumes little fuel—and gives value for every piece of wood or coal consumed. It must retain the heat within itself and the room, leaving none to go out the chimney. One wants a stove to

in a simple way, which will make that customer believe you. Try it on the next one that comes in and let me know how it works out.

## DON'T KNOCK OTHER STOVES

Did you ever go into a retail store on a shopping expedition—be looking at some article and happen to mention to the salesman waiting upon you that you thought you could do better at such and such a place?

The salesman at the mention of this name goes up in the air, commences to run down the other fellow's goods and his store. You didn't buy when that happened, did you? No, of course not; neither did I.

One day I happened to be waiting upon two ladies in a retail store, showing them, as it happened, a steel range. During the progress of the sale one of the ladies said: "What do you think of the S— stove?" I said: "Very good stove, indeed, but I know we have one here that will give you far better and more lasting service."

"Well, sir," she said, "I'll take your stove. Do you know I just came from another store and when we mentioned the B— they said so many things derogatory to it that it made us want to see them. We are very glad we came here."

Such will be the result nine times out of ten if you and your selling force will only "quit your knocking."



## Frame Shack to Department Store

**T**HE story of the wonderful growth of the hardware department and general business of J. F. Cairns, of Saskatoon, Sask., is like a page from a fairy book. Looking back at the little two-storey frame structure of 1902, and turning then to the wonderful structure of to-day—a modern department store of five floors and with 87,000 feet of floor space—one is struck more than ever with the possibilities this country affords for the building of substantial things from modest beginnings. Saskatoon, and in fact the whole West, has made wonderful progress in the past decade, but J. F. Cairns has indeed kept pace with it.

### The Call of the West.

After a varied experience in the East as high school teacher, journalist and manager of an opera house, Mr. Cairns, like many others, turned his face to the West, carrying with him enthusiasm and business talent

mercial infant since its birth—became acute, the building was extended and another entrance placed on 21st street.

Following the remarkable increase of population in the years succeeding, it became apparent that the Second avenue store would have to be superseded by a larger structure. In 1911, therefore, the site of the present building was secured, and construction commenced.

### The New Store.

The new store was opened in February of last year. It is a handsome structure five storeys in height. A large and roomy basement running the full extent of the building gives six floors, and in this basement are located the stove and hardware departments. Here, as a view of the accompanying illustration will show, is set out an immense range of hardware items, embracing everything needful in the home that can in any way be classed as related to the hardware line of business.

The department is well lighted; the groupings of



This view in the basement of Cairns' store at Saskatoon shows but one-quarter of the stove and house furnishings department. It gives many suggestions to hardware dealers as to possibilities of basement arrangement. It is flooded with daylight; the stoves and ranges are set out in groupings of house furnishings, and there is plenty of demonstration space. Hardware dealers who are not now using their basements may get some hints as to how orderly stock may be arranged from a study of this picture.

which apparently only lay dormant because it had not found its proper sphere. In those days Saskatoon was little more than a half-way house on the trail between Winnipeg and Edmonton. Here, accompanied by his wife, he set up in business.

### A Modest Beginning.

The original store was adequate for the needs of Saskatoon's population in 1902, but with the influx of the Barr colonists Mr. Cairns began to realize, not only that his business was going to grow, but that the town was destined to develop into a great city.

In 1904 necessity demanded that more commodious premises should be secured if the increasing business were to be held, and so the second home of the Cairns' business—or milestone No. 2—was built.

In 1906, coincident with the incorporation of Saskatoon as a city, Mr. Cairns moved into his new business home, which had been erected on the south side of the frame building.

Later, when the old-time complaint of growing pains—which had been attendant on the otherwise lusty com-

goods show at a glance all that could be asked for by customers; they are arranged to be convenient for customers and to facilitate sales, and the whole layout is one that might well with profit be followed by other dealers who intend to improve their store, or who have problems on their hands as to how to arrange their basement as a sales floor, or how to lay out their hardware stock to best display and sales advantage.

The new building is equipped with passenger and freight elevators, vacuum cleaners, telephones and sprinkler system for the immediate quelling of incipient fires among stock in the various rooms. There is a central pneumatic tube system for the handling of cash in all departments. The heating system is of steam. There is a spiral parcel chute from all departments to the shipping room.

A. J. Burton is the general manager of the store and, as Mr. Cairns' right-hand man, has for the last four years helped considerably to bring the store up to its high standard. The advertising manager is J. E. MacWilliams, formerly with Simpson Crawford Co., New York. Window dressing is in charge of C. Vosburg.



# Some Important Things to Consider in Installing a Furnace

*Opinions of a competent heating engineer—How pipes should be installed—Importance of correct location of furnace—Proper air supply—Construction of chimney.*

By DAVID MILLAR

TO me it seems a shame that builders, particularly the speculative kind, do not give more consideration to the class of furnace they put in their houses and to the way the heating systems are installed. It seems that the lower the price the better the builder is pleased, and no thought seems to be given to the persons who will ultimately live in the house. Why, I have figured on many jobs, and time and time again have had builders say to me: "Of course you know, Mr. Millar, if I were building this house for myself, I would willingly pay the difference in cost and have a first class installation." Surely this shows the value of having a heating system installed properly, and were it not for the competition in the sale of houses, I do not think there would be any room for the many complaints we hear about houses not being properly heated.

## The Main Point to Consider

There are many points the builder and owner should consider when it comes the time to put in the furnace, but the first main one is selecting the proper sized furnace. It is always better to put in a furnace that is one size too large than to have one that will barely do the work required of it. There is too much of a tendency to put in a small one, in order to cut the price down. A small furnace that will do the work means more firing, more attention and more frequent repairs. With a furnace of the right size, there is less wear and tear and more economy in regard to fuel.

## How the Pipes Should be Installed

The next big point to be considered is the roughing in or stacking of warm air pipes. The pipes should be of proper dimensions and properly put together, with proper cleat joints, soldered, and all joints covered with asbestos. The builder should see that the proper sized pipes are conducted to the upper rooms, and provisions should be made for the furnace man to get the proper sized pipes in. The great difficulty is that when the heating engineer comes to install the pipes, too often he finds it impossible to carry out the work as he would wish and as it ought to be done, because the builder has not left the necessary space. The result is that he has to make the best of conditions as he finds them. This means that he has to cut up a lot of work that already is in place and, as a result, there is more work for the builder.

In this matter, too, the architects are just about as bad as the builder. They leave no provision for the heating system. If the heating engineer is called in before the building is too far advanced, better results will accrue, for he can arrange for the piping before things have gone too far.

## Proper Location of Furnace Essential

Provision should be made in all cases for the furnace-room to be located so that the furnace will get a fair chance to do its proper work. In furnace installation you have to have an equal distribution of the pipes, and unless this is done, the result will not be at all satisfactory. This further brings out the necessity of con-

sulting a heating engineer when plans are being drawn up, in order that he may offer his advice as to the best situation.

## The Proper Supply of Air

Another very important point is the question of the proper supply of air. In nine cases out of ten, the air supply is about one-half what it should be. The area in square inches of the air supply to a furnace, when taken from the house, should be equal to the area in square inches of all the warm-air pipes on the furnace. This area should be carried from the receiving point to the entrance of the furnace, with full capacity, and not contracted at any point.

## Watching Construction of the Chimney

Very little attention is given by the average builder to the flue or chimney construction. This is really the most important point of any heating apparatus. The furnace flue should be independent of any other, and no other flue connection should connect with the furnace flue. If there is another connection the draft will be checked and the results given will not be so good. For the average furnace the flue should not be less than 8x12 inches, smoothed inside, carried straight, and be fully two feet above the highest point in the roof. This is very important, for any man can see if the roof is a peaked one and the top of the chimney is not higher than the highest point on the peak, the wind will sweep across, will hit the level that is higher than the chimney and be blown back down the chimney again.

## Heating Systems Should be Inspected

In my opinion, the time is coming when every heating system will be inspected, the same as plumbing and wiring is to-day. When this does come the builder will have to see that the right furnace is put in and that it is properly installed.

I would advise all those who want to turn out the best work to place their contracts in the hands of a competent heating engineer—one who understands the work, not only practically, but scientifically, one who is fully up with the requirements of a proper installation.

## DON'T LET THE WAR INTERRUPT BUSINESS

WAR talk is in the air—it is rampant everywhere. But if the salesmen spend more time discussing the war and reading the extras than they spend calling on prospects and pushing for business how can you expect that the reports at the end of the month will equal those of a year ago?

There are only eight or ten working hours to a day even in war-time. And they must be put in on solid work if the ledger is to read right. Extra hustle—extra energy—higher speed. "hitting on all six" is the demand of the hour.



# Medicine Hat Retailers Have Credit Association

*A local organization among the retail merchants of Medicine Hat, Alberta, that is doing a good deal to protect them against loss through bad accounts.*

STAFF CORRESPONDENCE

**A**N organization has been formed among the retail merchants of Medicine Hat, Alberta, that is doing a great deal to reduce outstanding accounts and protect the members against loss by the further extension of credit to unreliable parties. It is known as the Medicine Hat Retailers Credit Association, and is made up of merchants in various lines of business, being of value to all those who extend credit or have outstanding accounts.

## Association Meets Every Week.

This association meets every week to discuss matters of general interest, such as the reliability of new men in town, and to acquaint one another with those who have secured credit and failed to pay up within the stipulated time. This puts other dealers on their guard.

"The big trouble in the past," explained Secretary O. C. Frood to the writer, "has been that a person who owes one merchant a bill would go to another to secure credit. The second merchant, not knowing of his other debts, would probably allow him to run an account. The

there was just one account against him or her. For instance, if a man owes several dealers, they each send in their account to the association, which deals with them all as one. Money that is collected is divided among the various members in proportion to the amount due each.

## How It Works Out

The method of operation was explained to the writer by the secretary. "Suppose a farmer is in financial difficulties, although not really dishonest. We will say that he owes a total of \$2,000. We go to him and ask him for a list of all his creditors. Then we say to him 'Now you will have a crop amounting to about \$6,000 this year. We will take a mortgage of \$2,000 and agree that none of our members will take action against you, but we will expect payment when you sell your crop.' This gives us some security for what is due us and is also a protection to the customer as he is assured that no action will be taken against him by any of his creditors."

Form letters are issued by the association to its members, which they can send out to slow pays, and which, on account of being typewritten, and on the letterhead of the association, are probably given more attention by those who receive them.

## Collection Letters for Members.

One form letter of this nature reads as follows:

Dear Sir,—

The above association has been formed by the leading merchants of this city with a view, if possible, of forming more friendly relations between the retailer and the public in general and incidentally for the protection of credit, and no doubt in the near future it will be proven that it is a benefit to all parties concerned.

Delinquent debtors are reported at each and every meeting, and as we notice you have a small bill which is somewhat overdue, i.e., we hope that you will give this your immediate attention and thus avoid our placing your name before the board at the next meeting.

Thanking you in advance for your prompt and courteous attention, we are

Yours truly,

Member Medicine Hat Credit Men's Association.

The association attempts the collection of all those accounts where payment is asked for and is not forthcoming. The expenses of collection are borne pro rata by all members of the association. Members of the association expressed great satisfaction to the writer during his visit to Medicine Hat on the work that is being done for them by the association.

## HARDWARE DEALERS PROMINENT IN ASSOCIATION

Hardwaremen are very prominent in the Medicine Hat Retailers' Credit Association. In fact, it was largely through their efforts that the organization was formed. Being large extenders of credit, they realize the necessity of some form of protection against bad pays and unreliable customers. They believe that this association is one means of protecting them in this regard.

The president of the association is J. Kellas, of Hewitt & Black, Ltd.; the vice-president is J. D. McPherson, of McPherson Bros., and the secretary-treasurer, Oren C. Frood, of Birnie Bros. The fact that these firms are all hardware houses, shows how prominent hardwaremen are in the organization.

same thing might occur with other dealers, and before long he would have immense debts contracted which he would be unable to pay. This evil of the credit business is eliminated under the workings of our association.

## Issues a "Blacklist."

The association gets out a "blacklist" of those people who have contracted debts and failed to pay them. This list at present contains some 11,000 names, and as it goes to each member of the association, they know those people to whom credit should not be given. Furthermore, each member agrees not to sell to any of the "blacklisters" until they square up and get their name removed from the list. This shuts right down on the bad pays, and they are practically forced to do something in regard to their debts.

## Various Accounts Consolidated.

The association has also inaugurated a plan of consolidating all the accounts due its various members by each person and dealing with each such person as if

Push your seasonable goods so hard while they are in season that there will not be any stock of them left to be sacrificed when the season ends.



## Canada's Oil Trade in War Time

The oil business in Canada, including pumping, refining, selling, and distribution, accounts for the employment of some nine or ten thousand people. This refers to petroleum oil and its products, including "coal" oil, as used for illumination, gasoline, benzine, lubricating oil, paraffin wax, fuel oil, gas oil, road oil, and petroleum coke. There are other by-products of this wonderful stuff we call petroleum, but those are the main items, and the ones produced in Canada.

The war has had an effect in the business of producing and selling these products, though what it is is as yet unknown. Not a single employe has been dispensed with since the war began. Oil companies say that business has kept up wonderfully well. Last year was the biggest year to date, and 1914 will equal last year. In some lines, say the companies, there has been an increase over last year, as in gasoline. Illuminating oil shows an increase. There has been a little falling off, some firms say, in fuel oil and lubricating oils sold to manufacturers.

### Sales to Farmers Good

Gasoline and fuel oil are used by the Western farmers for tractor engines, and in the parts of the West affected disastrously by the drought last summer, the consumption of gasoline and fuel oil has declined. But it is encouraging to learn that the increased acreage plowed up last fall has caused an appreciable recovery in the sales of gasoline and fuel oils in the West, where power plows are widely used.

In Ontario and the East the consumption has been about normal, except in the manufacturing plants of some of the cities, although a surprising amount has been used in Toronto, despite the war, according to the oil men. Evidently the wheels of industry in this country continue to revolve.

"We are looking for a banner year in 1915," said Mr. Littlefield, of the Canadian Oil Company. "We have no complaint to make about this year. Our volume of business was the biggest ever, although prices were a little lower. We are looking for export business, on account of the war. We are in touch with a number of English firms now."

The Canadian Oil Company have three hundred acres of oil land at Petrolia, Ontario, but import the biggest proportion of the crude oil from the United States, as do other Canadian companies.

The British American Oil Company's refinery is located in Toronto, the only one in that city. "There is an increase shown in gasoline, also in illuminating oils. We sell in Ontario only and the east. Ontario at all country points is good. Collections are good. Quebec is all right. We don't push business in the Maritimes, but those provinces seem to be exceptionally well off this year." Such is that company's comment.

### Expansion is the Word.

Another example of steadiness in Canada is found in the Imperial Oil Company, which has refineries at Sarnia and Vancouver, and employs 3,000 workers. It buys the chief proportion of the Petrolia oilfield's production, but as the Ontario oil supply is limited, the bulk of their oil is piped under the river from Ohio. It maintains 529 distributing centres in Canada from coast to coast.

At the opening of the war a great deal of development work was under way in the shape of new office buildings, a new refinery, and a storage warehouse at

Prince Rupert. The refinery is to cost \$1,000,000, and is located at Vancouver. The storage warehouse is to be the distributing centre for the new territory developed by the Grand Trunk Pacific. None of this work has been interrupted by the war. A five-storey factory is being erected at Sarnia solely for the purpose of manufacturing candles, while new office buildings are being rushed to completion at Halifax, Fort William and Vancouver. Two hundred tank cars are being added to the company's facilities to aid in the distribution of oils and gasoline throughout Canada. The Imperial is preparing for larger business this year than ever before.

"We are spending more money in advertising than ever," said an officer of the company. "We think that now is the time to develop the sale of Made-in-Canada products."

Jobbers like the High Grade Oil Company, George W. Grant, and others also report business as usual in the oil trade.

### A NEGLECTED LINE.

There is a too frequent tendency on the part of the average hardware dealer to neglect to investigate the possibilities in new lines which appropriately belong to his business, but which are not commonly sold, except direct by the manufacturers or through the catalogue house. One of these, which is closely connected with road work, is the steel culvert. Without investigating, the majority of dealers conclude, from the fact that they are mostly sold to township and county officials, that the retail dealer stands no chance of securing the order.

There are manufacturers, however, who protect the dealer, particularly where he shows any desire to be protected by taking the agency and doing what he can to get the contracts, instead of taking no interest in the business. There is practically no expense connected with the sale of this line, where the dealer ties up with the right sort of a manufacturer. The most of the possibilities being with the road officials, as intimated, general advertising, such as in the newspapers, is unnecessary; merely furnish the prospects and let the manufacturer do the rest. Anything more simple or easy is hard to imagine.

The steel culvert, especially in its present corrugated form, has demonstrated its practicability. The corrugations, it is said, increase the strength of the culvert arch twenty-nine times, making it possible for heavy loads to be driven over such a culvert, even with no earth or other protection over it; while with proper protection it will easily withstand heavy traction outfits without danger. Such being the case, these culverts are bound to come into general use, as, in fact, they are already. Hence, why not take the profits that this business affords?

There are some good selling arguments in this case. For instance, any reasonable man, be he farmer or not, would naturally prefer to patronize his home dealer, other things being equal. He knows his dealer, who stands back of the goods he sells, and he has the further benefit of knowing that a reputable and responsible manufacturer stands back of the dealer; while in the case of a catalogue house he knows it is a sort of "sight-and-unseen" arrangement, exceeding difficult to do anything with in case of disappointment, and then only to know the name of the catalogue house and not even the same of the more or less obscure manufacturer who supplies the goods under the catalogue house's brand.



# The Passing of a Man Amongst Men

By W. L. EDMONDS

A. D. Kennelly, who passed away in Toronto the other day, was a man of striking personality. He never obtruded. He was always retiring. But there was that something about him that drew all men to him who were blessed with his acquaintanceship.

In business he was serious, and always on the alert to advance the interests of the McClary Manufacturing Co., whose manager in Toronto he had been for a number of years.

But though serious in business, he was of a most kindly, quiet and lovable disposition. To sit with him for a few minutes in his private office was a treat. He always seemed to be a little better informed on business matters generally than most men, although there was



THE LATE A. D. KENNELLY.

never anything in his manner than conveyed the impression that he thought so himself. But while in business hours his first and last thought was business. One could not converse with him for five minutes before discovering that in his spare moments, at least, he gave much thought to other things—to those things that develop Manhood in men. This was so stamped on his personality that those who knew him early felt its softening influence.

Some might call him a prince among men. But he was more. He was a Man among men. And that is why those who knew him best realize that it is a Friend who has passed from their midst, and not a mere acquaintance.

Although he had only passed the three-score age a couple of years, he was in some respects a pioneer business man. Before the advent of transcontinental lines of railway in Canada, he was in Winnipeg opening a branch for the McClary Company, and prospecting for business in the Far West. In the extreme East he was also well known, having, too, been one of the pioneer stove travelers in the Maritime Provinces.

He began his business career in the stove business, and over one-half of his life was spent with the McClary Manufacturing Company.

We all pass away, but we don't all leave behind us the stamp of a personality like that of the late A. D. Kennelly.

Mr. Kennelly died at his home, 488 Euclid avenue, Toronto, on Sunday, Dec. 13th, after a two weeks' illness, and the announcement of his death created widespread regret among the hardware and stove trade throughout Canada, many of whom were personally acquainted with Mr. Kennelly since the days he represented the McClary Mfg. Co. on the road.

Mr. Kennelly was a member of the McClary Mfg. Co.'s staff for 36 years, for the latter 23 years of which he was Toronto manager. He knew his work from the ground up, gaining his first knowledge of the stove and tinsmithing business as an apprentice for J. G. Lawrence at Lucknow, Ont., fifty years ago.

He was 62 years of age at his death, having been born in Pickering Township. His funeral took place to Forest Lawn mausoleum, Toronto, the pall bearers being Col. Gartshore, N. R. Turner, W. Baxter, G. B. Meadows, J. Bentley and J. Nain. His widow, one son and two daughters survive.

## COMPENSATION ACT EXEMPTS RETAILERS

Retailers of Ontario will be pleased to learn that they have been exempted from the Workmen's Compensation Act, for which they have, no doubt, to thank to a large extent the Retail Merchants' Association, which put up a vigorous fight in their behalf.

Chief among the occupations now declared exempt from the operation of the Act are wholesale and retail mercantile businesses, hotel keeping and restaurant keeping, public garages, livery stables, auction and sales stables, also making or repairing of men's and women's clothing, whitewear, shirts, collars, corsets, hats, caps, furs, or robes carried on as part of an exclusively retail business. In these occupations it is considered there is no substantial hazard.

It is also made clear that such operations as coffee grinding, meat cutting, drug manufacturing, boot and shoe making and repairing, watch, clock, and jewelry making and repairing, harness making and repairing, etc., when carried on as part of and for the purpose of an exclusively retail business are not to be considered under the Act.

Two other regulations deal with exclusions where less than six men are usually employed. Under this heading are included manufacture of cheese or butter, operation of creameries or dairies, construction or operation of telephone lines, power laundries, dyeing and cleaning establishments, mining, except in the case of producing mines where the workmen are in the employ of the owner, operation of threshing machines, etc.

Countries "grow great in the midst of toils."  
Let us show our greatness by surmounting our difficulties.



### MR. KENNELLY'S SUCCESSOR

The vacancy of the position of manager of the Toronto branch of the McClary Mfg. Co., left by the death of Mr. Kennelly, has been filled by the appointment of M. F. Irwin. Mr. Irwin is a man of long and broad experience, having spent well over twenty years past in the service of this company in almost every possible position. He has at different times been "the man who manages the sale," and also "the man who manages the man who manages the sale." Part of his earliest training was a thorough drilling in the many systems and operations in the wares made by McClary, and in the past three or four years he, as manager of the foundry plant, became thoroughly conversant with all methods and processes there. In addition to this he has had previous experience as a branch manager at St. John, N.B.

Mr. Irwin has been connected with the McClary Mfg. Co. since March, 1889. In November, 1906, he was sent



M. F. IRWIN

Successor to the late A. D. Kennelly in the management of the Toronto warehouse of the McClary Mfg. Co.

to St. John as manager there, where he remained until December, 1908. He then returned to London, as general sales manager, which position he held until in January, 1912, he was appointed manager of the foundry. He has occupied the latter position until the present time. Previous to being sent to St. John, Mr. Irwin worked in the plant, having learned originally the tin-smithing trade, and later represented the company on the road.

### SASKATCHEWAN NEWS ITEMS

Definite steps are being taken with a view to consummating the "Closer Community" scheme outlined by the Regina Board of Trade. A big convention was held in Regina recently, when representatives from all parts of Western Canada were present. The objects of the Closer Community scheme are to bring about the closer settlement of farm lands on a community plan similar to that worked out in European countries. All land held by speculators and not now cultivated may be registered by a central organization, which will act as agents to sell or rent land as required to parties who desire to farm it.

The ladies of Regina have now started on a unique

scheme, aiming to popularize "Made in Regina" wares. A meeting of the ladies was called in the Y.W.C.A. recently, when prepared foods from Regina-made flour, etc., were served. Regina-made candies were also passed around. All firms manufacturing in Regina had wares on display, these including furniture, bricks, iron work, steel work, soaps, prepared meats, mineral waters, extracts, vinegar, ironing boards, and portable granaries.

A movement to favor the settlement of Belgian farmers on Saskatchewan lands in the vicinity of Regina has taken definite form.

### SASKATOON HARDWARE WAREHOUSE BURNED

Destroying a stock and building valued at between \$40,000 and \$50,000, fire recently destroyed the warehouse, with all contents, of the Saskatoon Hardware Company, at Saskatoon. So swiftly did the fire devour the large stock of oils, paints and varnishes, that within 15 minutes the whole building was a mass of flames. The company will rebuild its warehouse, according to J. H. L. Hutchinson, manager of the firm, and they have made arrangements with the jobbers in Winnipeg to ship goods to take care of all orders received. The loss on the building and stock over and above what insurance was being carried amounts to about \$8,000.

The Saskatoon Hardware Company recently opened anew their store building on Second Avenue. The store has a very attractive entrance. It is 14 feet in width at the widest place, and tapers back in V-shape to the front door. All the glass is supported by copper bars, and the sills are covered with copper. For a suitable display of goods at night seven X-ray lights are provided for each window. The ceiling is of artistic design and finish. Opposite the front door on each side are windows which give a clear view of the interior. The second floor of the building is devoted to a splendid display of the big stock which the company carries.

### PROMISING CONDITIONS IN MARITIME

Mr. W. S. Fisher, of Emmerson & Fisher, St. John, N.B., and president of the Enterprise Foundry Co., Sackville, N.B., recently spent a few days in Ontario, principally at Toronto and Hamilton, returning home by way of New York.

"The outlook is not bad in New Brunswick," he said. "The farmers had a good season, and the winter port business at St. John promises to be better than usual this year. Money is a little slow, but, taken on the whole, trade conditions in the Maritime Provinces are better than in any other part of Canada. You know we do not go so high in trade matters as you people do in the West, but neither do we go as low."

### MONTREAL METAL & HARDWARE ASSOCIATION

Christmas dinners to two hundred poor children of the city were given by the Montreal Metal and Hardware Association. This feast for the children took the place of the annual dinner of the association.

The election of officers resulted as follows: President, Alex. Gibb; vice-president, T. Esmond Peck; treasurer, E. Goodwill; directors, J. H. Hanson, W. S. Leslie, A. Prud'homme and A. W. Pyke.

The retiring president, Mr. G. J. Crowdy, was unanimously selected as the association's nominee for election to the council of the Board of Trade.



## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

**C. S. Norcross & Sons, Bushnell, Ill.**, have just published their new catalogue, descriptive and illustrative of their "Norcross" cultivator-hoes and weeders. This publication is bound with a colored cover, and is well printed in colors. It contains 16 pages. The company is also distributing a circular which shows the "Norcross" 5-prong cultivator-hoe, the 3-prong cultivator-hoe, and the "Midget" weeder.

**The Bissell Carpet Sweeper Company, Grand Rapids, Mich.**, is sending out to the trade a circular letter headed "Bissell's Christmas Offer." This letter is printed on high-grade paper in colors, and on the reverse side of it is an illustration showing the "Bissell's Roto-Brilliant" window display. The Bissell company is also sending with its Christmas offer an eight-page newspaper size proof sheet, showing proofs of over ninety-five free co-operative newspaper electrotypes for the use of merchants selling Bissell sweepers.

**The Stanley Rule & Level Co., New Britain, Conn.**, have just published a new booklet in their "Stanley Tool" series entitled "'55' plane and how to use it." This plane is not in itself a new tool, but this is the first time it has been so exhaustively treated in a descriptive booklet. Both by illustration and letter press, in general and in detail, is the plane described together with its varied parts. "'55'" is a planing mill in itself. As a universal tool it is a plow, dado, rabbet, filletster and match plane; and a beading, centre beading, sash, slitting and moulding plane. With its 52 cutters a workman can produce all mouldings generally used.

**The Crescent Tool Co., Jamestown, N.Y.**, have just issued their "Catalogue Number 11," in which they describe and illustrate their various "Crescent Tools." Since their last catalogue was issued the Crescent Co. have added an 18-inch adjustable wrench, a five and a six-inch motor kit combination plier, and a five-inch CeeTeeCo. combination plier.

In addition to descriptions of these and their other plier lines, a section of the catalogue is given over to some methods or sales aids for bringing these tools to the attention of the buying public, and they take in all the aids which have previously been sent out by circulars in the past.

**The Taylor & Boggis Foundry Co., Cleveland, Ohio**, have recently issued a very complete and tasty catalogue of their builders' hardware, including all their articles made up to the fall of 1914. It takes 180 pages to tell of these goods, so numerous are the styles and designs offered, and so many are the lines manufactured. It takes 125 pages to illustrate and describe the designs in the one line of door sets. A very complete index is a help to immediately locate any particular article wanted, and the illustrations give a good idea of the article described.

**Henry Disston & Sons, steel tool manufacturers, Philadelphia, Pa.**, have been advertising the guarantee feature of their goods in the trade press. "Of What Value Is a Guarantee Without a Guarantee?" is the caption of the copy, and the situation as it affects the Disston company, says Hardware Age, is summed up this way: "Almost everybody guarantees their goods

to-day. It is hard to make a sale unless you stand back of the goods. \* \* \* There is a wrong impression prevailing among most people as to the status of a guarantee. They look at it only as the promise of the manufacturer to replace defective articles. Under such a guarantee you can replace a poor tool innumerable times. You could keep it up for a lifetime (if the business lasted that long), but only at a constant loss to you through the trouble and delay occasioned by the replacement. \* \* \* Our reputation for making high-grade and efficient tools, saws and files assures the buyer that there is little likelihood of his having to take advantage of our guarantee. That gives the guarantee its fullest meaning. It is the guarantee of the guarantee."

**The E. T. Wright Co., Ltd., Hamilton**, have just published their No. 19, section "A" general illustrated catalogue and price list. As the book contains 416 pages, and the index alone covers 13 pages, it is impossible in a narrow space to do justice to the various products or indeed, the many lines, except to say that the catalogue is a comprehensive one embracing thousands of descriptions and illustrations of lanterns, bird cages, pressed, pierced and Japanned tinwares, galvanized wares, oilers', tinnners' and roofers' materials, stove pipe and elbows, hardware, and general kitchen specialties. The catalogue is a valuable book of reference, even though the "Wrico" line is being constantly added to. The recent enlargement of their plant allows of stocking every line manufactured and thus also of shipping every order on the day of receipt.

**Iver Johnson's Arms and Cycle Works, Fitchburg, Mass.**, have just published, for distribution, their 1915 catalogue of their bicycles, motorcycles and firearms. It is a neat book of some 82 pages, with board covers, and of a size convenient for slipping into the pocket. It is well illustrated and is the last word in description of the Iver Johnson goods. Most people who buy firearms or cycles don't know much about them. They have no means of knowing what quality of steel is used, whether the design is mechanically sound, or what degrees of accuracy and skill are represented in the workmanship. This catalogue is issued to overcome this handicap, and as such is a valuable aid to the dealer and his customer. All the new 1915 features are described.

**The Peck, Stow & Wilcox Co., Cleveland, Ohio**, have just got out a new catalogue of builders' hardware. The illustrations and text are well arranged to save time for the busy hardware merchant, and the plates showing individual items are excellent. The new catalogue shows many additions to the Pexto line, including the Kenilworth, Gordon and Forest lock-set designs, which are of special interest to the trade. These beautiful designs were originated by The Peck, Stow & Wilcox Company, and should make a favorable impression upon the buying public.

All items of the same design are grouped together. For example, under the Kenilworth design the dealer can quickly refer to latch sets, inside door, front door, or vestibule door sets, push plates, sash lifts, drop drawer pulls, etc., instead of being compelled to look for them in as many different sections of the book. Description of each item is directly under the illustration and is complete, short and to the point, giving all dimensions, including keyhole spacing and back set, with all needful data regarding locks, knobs, keys, escutcheons, materials, prices, etc.

The P.S. & W. one-key way mortise front door locks are of the latest design and are well constructed

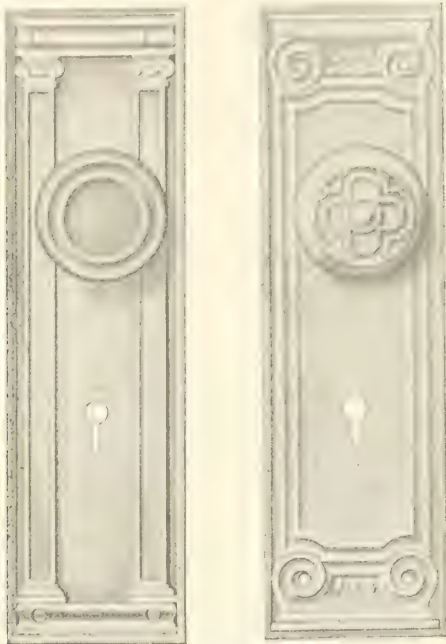


throughout. The inside is largely made of steel, having rack tumblers. All interior construction is well protected against dust and grit. Builders' hardware is but one of the many lines manufactured by The Peck, Stow & Wilcox Co., who also make mechanics' hand tools, tinnery and sheet metal workers' tools and ma-

of the Simonds line. These include all manner of saws for all purposes, and also something about the Simonds files. The folder is being sent to the trade.

## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal



Two new patterns of P. S. & W. door hardware.

chines, and general hardware. All products of the builders' hardware line are made at the Cleveland branch.

The Stanley Rule & Level Co., New Britain, Conn., recently issued their catalogue No. 110, descriptive of Stanley tools. The book embraces 52 pages and covers the complete line of carpenters' and mechanics' tools, catalogued in condensed form, and the various lines of tools are classified, making the book far superior to any previous catalogue issued by the company.

"Bailey" and "Bed Rock" planes, mitre boxes, "Zig Zag" rules, a line of breast drills, small vises, screw drivers, boxwood rules, levels and bit braces are among the new lines illustrated and described in No. 110.

The Renfrew Electric Mfg. Co., Ltd., Renfrew, Ont., have issued their catalogue "A" descriptive of their "Canadian Beauty" electric heating appliances. These include chafing dishes, domestic irons, disc stoves, double and single plate cookers, hot water urns, immersion water heaters, percolators, portable radiators, of both warm air and luminous types, toasters and grills, tailors' and pressing irons, and warming pads. All of these goods are illustrated and described in detail. The company are also bringing out some new goods not yet ready for market. Among them are water heaters for bathrooms, portable ovens, luminous electric heaters for fireplaces, and large gang toasters.

Wells Bros. Co. of Canada, Ltd., Galt, Ont., are bringing out this month a new catalogue, No. 1, the first under their name, showing their complete line, and as well containing much valuable information. The company are aiming to make it one of the most complete catalogues of taps and dies ever published.

Simonds Canada Saw Co., Ltd., Montreal, have just got out a small folder giving some pictorial suggestions

Metal Specialties Mfg. Co., Chicago, have brought out a new electric hand lamp in their "Presto," being an attachment for any dry cell battery, which makes a powerful, low-cost, "safety-first" lantern. This new hand lamp is equipped with a tungsten bulb and a two-inch bulls-eye lens, and can be attached to any ordinary dry cell battery. It is a very handy and serviceable illuminating device for every automobile owner to use at night when in trouble. It is of exceptional value for use around the garage, around the barn, in the house, by the plumber, gas man, electrician, inspector, autoist, farmer, physician; in fact, there is use for it everywhere where a light is needed. It is absolutely safe around gas, gasoline, oil or hay, for it cannot ig-



New "Presto" electric hand lamp, made by Metal Specialties Mfg. Co., Chicago; and new valve spring lifter made by H. D. Smith & Co., Plantsville, Conn.



nite anything inflammable. The price is reasonable, and all interested can secure information from the sole manufacturers.

The H. D. Smith & Co., Plantsville, Conn., have recently put on the market a new valve spring lifter, which claims to be one of the strongest and most practical devices for compressing the valve springs of automobile or other gas engines to permit of the easy removing and replacing of the valves. The lever is drop forged and has a waterproofed, unbreakable "perfect handle." The safety chain allows quick adjustment to any depth and the prong of the lever admits any valve stem.

A statement was made at a recent meeting of the Retail Merchants' Association, in Weyburn, Sask., that during the past summer the merchants of Saskatoon saved \$1,500 by carefully checking up freight bills to see principally that freight was properly classified.

The leading importers of the world are Great Britain, Germany and the United States, in the order named, France being fourth and the Netherlands sixth. The United States and Great Britain are the world's largest exporters, next in order being Germany, France and the Netherlands.



## Hardware Convention Program

All is now in readiness for the big convention of the Ontario Retail Hardware and Stove Dealers' Association, on Wednesday and Thursday, February 24th and 25th. At a joint meeting of representatives of the Retail and Exhibitors' Associations, held in the Queen's Hotel, Toronto, on January 4th, the dates above were set, and the place chosen is the King Edward Hotel, Toronto.

The various meetings will be held in the banquet room of that hostelry, where the appointments and equipment lend themselves to make the gatherings a success.

Wednesday morning (the opening day) will be devoted pretty much to preliminary business—annual addresses of retail officers, presentation of reports, etc. The officers and members of the Exhibitors' Association are invited to attend this session, and it is expected that the convention will get under way immediately.

In the afternoon the Exhibitors' Association will hold their annual meeting and election of officers, while the Retail Association goes on with its business.

The Wednesday afternoon session of the retail convention will be a meeting for retailers only. This is expected to be one of the most interesting and important meetings in the history of the association. It will be a heart-to-heart talk among the members, and the information to be gleaned from attending this one meeting alone should be worth many dollars to the hardware dealers who will be present.

In the evening the Exhibitors' Association will tender an informal complimentary dinner to those attending the convention. The dinner will commence at 6 o'clock. Adam Taylor, president of the Exhibitors' Association, will be chairman at the dinner, and it is expected that Hon. W. H. Hearst, Premier of Ontario, will be the principal speaker at this function. He will speak on the upbuilding of Canada, or some other similar topic. This will be followed by a discussion sandwiched in with some vaudeville or other entertainment features.

Thursday morning there will be committee meetings, an executive session, and the election of officers. Among other topics there will be discussed the question of affiliation with the Retail Merchants' Association.

In the afternoon the Question Box Discussion will be given play. This, in the past, has proven to be, perhaps, the most important feature to the members attending the convention.

Thursday evening is left open for the present awaiting a further working out of the details on the program of the convention.

From present indications it looks as if the 1915 convention will be one of the most important in the history of the O.R.H. & S.D.A.

### RECENT STUNTS OF HARDWARE DEALERS

J. A. Brownlee, a London, Ont., hardware dealer and tinsmith, gave each of his fifteen employes a turkey as a Christmas present.

The Strathmore Hardware Co., Strathmore, Alta., in wishing their friends a Happy Xmas announced that during 1915 they would send out a series of twelve monthly calendars comprising twelve views of the construction of the Panama Canal.

### How Western Firm Welcomes 1915.

"Goodbye to 1914—An open hand of welcome to 1915—Thursday we turned over our last announcement

of store news with the satisfaction of a task well done. The achievements of the past year have been greater than our most sanguine expectations would have led us to anticipate. But we have a higher aim in our merchandising than percentage of increase. The past year has established a confidence in our daily announcements, a dependence in our honesty of purpose, that is more gratifying to us and valued above dollars and cents.

"Many years ago we learned our lesson that it is good storekeeping to advertise truthfully, to take our money to the home markets, to buy for cash and to sell for cash, and to keep only the most dependable grades of merchandise.

"In obedience to the natural law of the survival of the fittest, the Moose Jaw Hardware, Limited, store has grown and is continually gaining new customers, and we expect to justify still greater progress for the year 1915.

"We take this opportunity of tendering all our patrons our heartiest good wishes for the New Year with a full measure of health and prosperity."—Moose Jaw Hardware, Limited.

### AND NOW IT'S MAYOR WANLESS

Ed. J. Wanless, of the J. C. Wanless Hardware Co., Chatham, Ont., was elected mayor by acclamation of that city for 1915. Mr. Wanless is still a young man, well-known as a hardware man, and was an officer of



MAYOR ED. WANLESS

the Ontario Retail Hardware Association for several years. He has served his city as alderman for three years before seeking the higher honor.

Chas. W. Summers, hardwareman of London, Ont., was elected an alderman at the recent municipal elections.

The following hardware dealers were elected mayors of their respective towns on January 4th: A. S. Hunter, Durham, Ont.; John H. Crow, Welland, Ont.; and Jos. Weber, Neustadt, Ont.

Geo. Ennis & Sons, hardware dealers and grocers at Pilot Butte, Sask., are succeeded by H. A. Davidson.

Alf. J. Wright, of Wright's Hardware, Hamilton, purchased the stock and fixtures of The Lord Hardware Co., 325 King St. East, Hamilton, from the assignees, and since he has sold the business as a going concern to Robt. J. Anderson, formerly with Alexander Hardware Co. Mr. Wright will continue his own business at his old stand on James Street North.



## Canadian Trade News

A Hubbell, hardware dealer at Kent Bridge, Ont., is dead.

J. L. McAvity's stove foundry at St. John, N.B., was damaged by fire recently.

A. Picher, of Robitaille & Picher, hardware merchants, Quebec, died recently.

The Winnipeg Hardware & Jobbing Co.'s premises were damaged by a recent fire.

Fire damaged the Ketchum Sporting Goods Co.'s store and stock at Ottawa recently.

Fire in the business section of Fenelon Falls, Ont., damaged F. C. Taylor's hardware store.

Venne Armand's hardware stock was damaged by water through fire at Montreal recently.

John A. McCulloch, hardware dealer of Grand Valley, Ont., died recently after a brief illness.

Hollenberg Bros.' hardware and furniture store, at Fort William, was damaged by fire recently.

Geo. A. Tennant for nineteen years associated with the James Smart Mfg. Co., Brockville, is dead.

The Mills Co., Ltd., has been incorporated to take

manufacture and deal in "goods, wares and merchandise."

Canadian Cartridge Co., Ltd., Toronto, has been incorporated at Toronto with a capital of \$100,000, to make brass, bronze, iron, steel, manganese and other metals, and trade in hardware, cartridges and rifles.

A disastrous fire broke out in James Flett's hardware store at Wiarton, Ont., recently. The explosion of a gasoline lamp is thought to have been the cause. Everything is a total loss, amounting probably to \$10,000.

The Walkerville Roofing Mfg. Co., Ltd., Walkerville, Ont., has been incorporated to make and sell roofing. The capital is \$60,000, and the provisional directors are L. H. Cheeseman, C. J. Cheeseman and J. T. Sullivan.

Ontario Specialties, Ltd., Ottawa, is a concern capitalized at \$100,000, just incorporated to make and deal in metal specialties. P. J. Murphy, Midland, and G. F. Perley and R. H. Cunnington, Ottawa, are provisional directors.

The employees of the Cobalt branch of the Geo. Taylor Hardware, Ltd., are each donating one day's pay per month for December and January, in aid of the Canadian Patriotic Fund, Belgium Relief Fund and the Central Relief Society.

Peleg Howland, president of H. S. Howland Sons & Co., Toronto, recently elected vice-president of the Imperial Bank, has just been appointed president of that institution following the death of Senator Jaffray.

Samuel Birch, of McKelvie & Birch, hardware dealers, Kingston, Ont., and one of the oldest merchants of that city, died while talking to one of his employees a few days ago. His funeral was largely attended by representatives of hardware manufacturers from all sections of the country.

### EUREKA VACUUM CLEANER IMPROVED.

The Onward Mfg. Co., Berlin, Ont., recently added a further improvement to their "Eureka" electric vacuum cleaner by making the commutator on the armature considerably larger than formerly supplied and by making the carbon brushes twice the former size, thus giving the machine still more power and longer wearing qualities.

The Onward people have also just got out a life-size cut-out advertising card of a girl operating a "Eureka" machine. This cut-out is similar to the large picture on the inside of the firm's folder. The card is very attractive and will be sent to any "Eureka" dealer on request.

### PENNANT TO ADVERTISE FRANCO PRODUCTS.

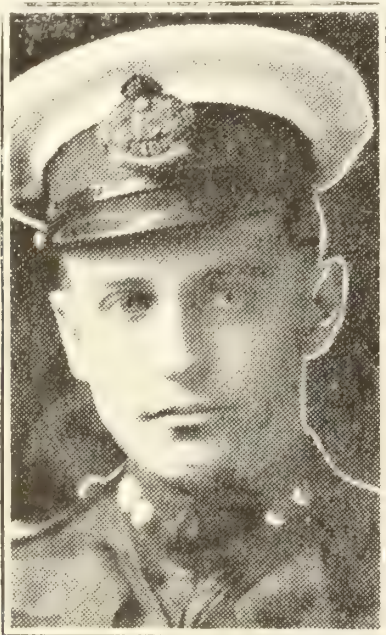
In accordance with the policy of the Interstate Electric Novelty Co. of Canada, Ltd., of supplying dealers in "Franco" products with catchy advertising matter from time to time, this concern is now distributing to the trade a very pretty and attractive pennant. In their advertisement of this issue the same is illustrated.

Apart from being artistic, these pennants are sure to stimulate trade and materially increase the sale of their well-known flashlights and other electric specialties.

### MARTIN-SENOUR STAFF CONVENE

The annual sales convention of The Martin-Senour Co., Ltd., took place at Montreal during the week of December 28th.

W. H. Gerke, general manager of The Martin-Senour Co., Ltd., Montreal, has recovered from his attack of appendicitis, although an operation was necessary. He is about the offices again.



L. S. MORRISON, of the James Morrison Brass Mfg. Co., Toronto, recently promoted to a captaincy with the first Canadian contingent at Salisbury Plains.

over the Mills Hardware Co., Hamilton. The capital is set at \$250,000.

The Federal Steel & Foundry Co., Toronto, has been incorporated to make and deal in metals and metal products. Capital, \$1,000,000.

Canadian Roofing Mfg. Co., Windsor, Ont., has been incorporated with a capital of \$100,000, to make and deal in roofing material of every description.

J. Martindale's hardware store at Caledonia, Ont., was burned in a conflagration which wiped out part of the business section of the town a few days ago.

The Star Boiler and Radiator Co., Ltd., Montreal, has been incorporated with a capital of \$200,000, to make furnaces and radiators, and deal in all metals.

Canadian Aluminum Goods Supply Co., Ltd., Toronto, has been incorporated with a capital of \$100,000, to





◻ **real** ◻  
**white**  
**RAMSAY'S**  
EXTERIOR  
**WHITE**





## Western Trade News

H. O. Roden, hardware dealer at Calgary, is succeeded by W. G. Duggan.

S. J. Woods has sold his harness business at Sperling, Man., to T. Thompson.

R. A. Rosebrugh is himself conducting the hardware business of Rosebrugh Bros. at Gray, Sask.

E. Troughton has sold his hardware and furniture business at Lumsden, Sask., to W. B. Lawson.

George Chaffee, of McLennan & McFeely, Limited, wholesale hardware, Vancouver, accompanied the body of James A. Wright, a drug traveler who died in the West, and a personal friend of Mr. Chaffee, to Montreal a few days ago.

The convention held at Regina recently, to further the aims of the Closer Community Settlement scheme, was a decided success, the city hall auditorium being packed to capacity by delegates from all parts of Canada. Some very influential business men addressed the gathering, dealing with the necessity for increasing the production of grain, and their sentiments were heartily approved by the audience.

### SOMETHING NEW IN STOVES.

A little booklet entitled "A lighter day in the kitchen" has just come from the press, descriptive of Clare Bros. and Company's new Peninsular high oven range. It seems a long time since high ovens were in fashion, but it seems strange, too, that the idea was not featured and pushed long ago. Heat will rise; so what more natural than to place the oven above the heat instead of below. This in brief is what has been done with this new Peninsular.

It has a splendid appearance—somewhat like a table, with the oven at a person's standing height, doing away with stooping. It has also a warming closet which is really heated—just like a second oven—and has an inside pot-hole for boiling, so that all cooking odors can be shut in. It also has clear glass oven doors; and a receptacle for pots and pans, always at hand, but out of sight when not in use. A lever which raises and lowers the top front section of the stove allows of toasting and broiling with the least possible effort, and this feature may also be used as a feed door when coal is used.

Enamel or tile walls lining the cooking top leave no surface for steam to rust, and the nickel polished steel trimmings add to its cleanliness and beauty. This new heating principle stove burns wood and coal, and may be had in combination with gas and electricity.

### THIRTY THOUSAND AUTOMOBILES IN ONTARIO

Ontario's important position in the motoring world is revealed by the registration figures appearing in the list of automobile permits issued last month by the Provincial Secretary's Department. This book, which gives the automobile permit number of every automobile owned in the province, with the name and address of the owner, shows that 31,000 cars had been registered up to the 1st September. Registrations made since that date, together with registrations of cars owned and operated by automobile agents, bring the total close to 34,000. Of this number about 5,000 are cars owned in the United States, which have been operated in Ontario, leaving a total of 29,000 Ontario-owned automobiles.

A great increase in the number of cars owned in Ontario is shown by comparison with registration figures for 1913. Last year a total of 16,458 cars were owned in Ontario, as against 29,000 this year, which means a net increase of 12,500 automobiles, or over seventy-five per cent.

Few Torontonians are aware of the fact that more cars are owned and operated in this city than in many of the principal countries of the world. There are over 6,000 cars registered as owned in Toronto, which, according to a recent census, is equal to the number of cars owned in the Kingdom of Hungary, and a greater number than is owned in British South Africa, Sweden, Switzerland, Holland or Bulgaria.

It is surprising to note that there are three times as many cars in use in Ontario as in the entire Russian Empire, and twice as many as in Austria.

Ontario owns more than one-half as many cars as Germany (57,000), and over a third the number owned by France (90,000). Australian registration figures show 15,000 cars as owned in that continent, which is less than half the number owned in Ontario. In only four countries in the world are more cars owned than in the Province of Ontario, United States being in first place, Great Britain second, France third, and Germany fourth. No other countries boast as many cars as this province.

### BRUSHES FOR ALL PURPOSES

Meakins & Sons, Hamilton, have just put out their 1915 brush catalogue. Over 100 pages of the booklet are given over to illustrations and descriptions of their many brush and broom lines. Unprecedented events due to the European war have upset the commercial equanimity, and should the war continue some brush lines may have to be cancelled. On the other hand, should there be a cessation of hostilities, Meakins' firm promise to protect their customers. However, all their make of brushes are included in this latest catalogue as well as many of their woodenware, basket and mat goods.

### WE ALL WOULD

"I wonder if Edison would answer a personal letter on a scientific subject?"

"He might on some matter of interest to the world. What's on your mind?"

"I would like to know if it does any good to jiggle the telephone hook up and down when the girl is slow in getting your number?"—Puck.

A man cannot put himself in the position of taking what he has not earned without having himself unpleasantly criticized—no more can a concern or corporation.

The cash discount is a premium for the payment of an account within the time given or agreed upon and when not earned cannot justly be taken. Taking an unearned discount is equivalent to making a short payment, and short payments cannot be justified upon any ground by him who cares for his credit and reputation.

The disregard of trade terms is one of the big costly abuses of American commerce. It points to an absence of that fine sense of honesty which every right-thinking business man recognizes the necessity of developing.

Punctilious observance of sales terms is one of the best evidences of business integrity and good faith—National Association of Credit Men.



## 96 Years to Test a Tool

**S**AVES the mechanic's time experimenting with new tools. The "1819 original P. S. & W. Co." Snip has already been approved by four generations of users.



*The first high-grade  
Snip made on this side  
of the water.*

The Peck, Stow & Wilcox Company

Mfrs. Mechanics' Hand Tools, Tinsmiths' and  
Sheet Metal Workers' Tools and Machines,  
Builders' and General Hardware.

Southington, Conn.

Cleveland, Ohio



## Dealers—Handle this Fence

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

### Peerless Ornamental Fencing

not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

#### Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence  
Company, Ltd.**

Winnipeg, Man. Hamilton, Ont.



Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

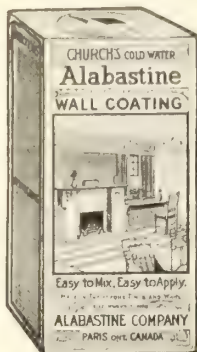
from

## MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.





# Great Improvement In Alabastine

Made In Canada

## To Hardware and Paint Dealers:

The Alabastine Company, Paris, Limited, comes to you this season with two principal features that we respectfully request you to consider.

### *First—A Revolutionary Improvement in Quality.*

From the time it was first invented, back in 1875 by Mr. M. B. Church, President of this Company, Alabastine has been in demand mostly for its artistic, sanitary and lasting qualities. Mr. Church has, after many months of scientific and practical experiments at our laboratory, perfected a great and valuable improvement that preserves all the old qualities, and adds brushing, covering, and working qualities that make it superior to any article of the kind, and the last word in water color wall coating.

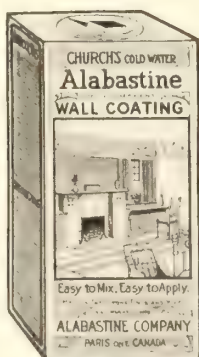
Our new goods stay mixed in good working condition over night, or as long as desired, and will not sour or spoil no matter how long the Alabastine is left mixed before using. It flows on beautifully, and

covers perfectly. It stands recoating satisfactorily, and can be second coated as soon as the first coat dries out. If desired it can be easily sponged off the wall. Practical decorators who formerly did not like Alabastine, now use and endorse it as a perfect working material.

### *Second—Alabastine is Strictly "Made in Canada"*

The Alabastine Company, Paris, Limited, is not a branch, but is entirely a Canadian organization, and has no connection with any concern in the U.S. or elsewhere. We operate our own mines at Caledonia, Ont., for a large part of base material, and purchase balance from Canadian and English manufacturers. In spite of the greatly increased cost of nearly all our materials on account of the war, we have decided not to raise the price.

We have confidence in all our old customers staying with us, and believe that many dealers who have been buying wall coatings made in the U.S. will now handle Alabastine and support a Canadian industry.



*is made in  
Canada, in  
the same  
factory and  
at the same  
price as for  
twenty-nine*

THE

**Alabastine**

COMPANY

Paris, Limited

Paris

Ontario



The  
House  
of  
Quality



The  
House  
of  
Service

# Quality :: Profits

For Your Customers

For You

They always go together when you sell

*Sanderson Percy*

## Paints, Varnishes Oils, Glass and Cutlery

**Best  
Goods**

*Long years of fair dealings have won us thousands of steady customers. Try us with your next order.*

**Prompt  
Service**

### Sanderson Percy & Co., Ltd.

61-63-65 Adelaide St. W., Toronto

ALABASTINE  
ALUM  
AMMONIA  
AXLE GREASE  
BARYTES  
BEESWAX  
BLUESTONE  
BORAX  
BRONZES  
BRONZITE  
BRUSHES  
BUG KILLER  
BUG DEATH  
CARBONIZING COATING  
CASTOR OIL  
CHALK  
CHAMOIS SKINS  
COPPERAS  
CUTLERY  
GLAZIERS' DIAMONDS  
EMERY  
RUBBING FELT  
FILLERS  
FLOOR WAX  
GALVANUM  
GLUES  
GLASS  
GOLD LEAF  
LAMP BLACK  
JELLSTONE  
LACQUERS  
METHYLATED SPIRITS  
MORTAR COLORS  
OILS, ALL KINDS  
PARIS GREEN  
PITCH  
PLASTER PARIS  
POLISHES  
PUMICE  
PUTTY  
RESIN  
ROCK SALT  
EPSOM SALTS  
GLAUBER SALTS  
SALTPETRE  
SAND PAPER  
SHELLAC  
SILVER SAND  
SPONGES  
STEEL WOOL  
STOVE LINING  
SULPHUR  
TAR  
TURPENTINE  
VARNISHES  
WHITE LEAD  
WOOD ALCOHOL  
PAINTERS' CUTLERY,  
WHITING  
WYANDOTTE CLEANER  
&c.



Hockey Sticks

Handles

*Distinctly a Canadian House*

# DRAYTON MILLS, LIMITED

## DRAYTON, ONT.

“You can't buy any better anywhere”

QUALITY PROVED BY COMPARISON

Send for Samples and Price Lists

Neckyokes

Whiffletrees

### Drive Well Points

PROMPT SHIPMENTS



Otterville Mfg. Co.  
Ltd., Otterville, Ont.

All lengths from 14 inches to six feet. All iron pipe, sizes from one inch to four inches. All numbers of gauze from 60 to 120 mesh. Also Tubular and Washer Points, Earth Augers, Drive Caps, Cast Steel Drive Shoes, Tubular Well Valves, Porcelain Lined Iron Cylinders for Wood Pumps. Brass Wire Cloth, and Perforated Sheet Brass, Pump Leathers, Rod Couplings, Tank Lugs.

### JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire  
Insurance Agents

15½ Toronto Street  
Toronto

52 Canada Life Building  
Montreal

### The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and  
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,  
Eacutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



# The War Has Not Cut Off the Importation of Varnish and Enamels from Europe

---

We have received from our English factory considerably more Varnish and Enamel since the war began than we received during the previous six months. We have had shipments delivered to Montreal, Quebec, St. John, N.B., Halifax, St. Johns, Newfoundland, and one shipment through the Panama Canal to Vancouver.

Our customers need fear no delay or hold-up of any description in the delivery of our English Varnishes and Enamels.

Also, the price of our Imported Varnishes and Enamels will remain the same although the war risk has made insurance somewhat higher.

Quality Based on Experience

## WM. HARLAND & SON

*Varnish Makers for 120 years*

400 Eastern Avenue

Toronto

*Factories : Merton, London, S.W., England, Buffalo and Toronto*

*Branches : Paris, Milan, Barcelona, Sydney, Melbourne, Cape Town, Buenos Ayres, etc., etc.*



## Market Situation

**Hardware Markets.** December opened with Christmas business somewhat slow. As the month progressed, however, buying became better and the last week before the holiday brought pretty brisk business—at first glance fully equal to last season's buying.

It was noted that practical gifts had the call this year when buyers had holiday presents in mind, and right up to Christmas week staple goods sales showed splendid results. The last few days saw pretty much of a clearance of toys and the better grades of cutlery, electric and similar lines suitable for Christmas gifts.

The jobbing trade was somewhat quiet, if we except the small repeat orders sent in for goods for holiday selling. Winter goods moved better to country districts than to the towns, but it was noticeable that orders did not call for the large quantities of other years. Travelers in off the road speak hopefully for the future, some of them anticipating an awakening of business when spring goods begin to move in February.

Dealers should, during the next couple of weeks get busy with the stock taking, and, where credits are running any length of time, should make a strong effort to collect on debts owing. If there was made some strong effort to wipe out debts owing retailers, with a consequent payment of accounts to jobbers and manufacturers, there is no other one thing that would do so much to clear the business horizon and hasten the day of industrial revival.

No serious price changes are noted since last report.

\* \* \* \*

**Metal Markets.** Conditions in the metal markets are somewhat dull. Trading is, and has been slow for a month past. The lull in present buying is characteristic of the holiday season of other years as well as this, so the war, blamed for so many business evils, should not be held too responsible to this year's off custom.

There is a feeling both in Canada and the United States that early in the new year there will be a decided improvement, and this sentiment is growing stronger. The first indication of this is already in the air, in the effort to obtain higher prices on finished products.

The raw metals show little, if any, price changes over the quotations of a month ago, though iron prices are somewhat off color. Tin shows little change with demand light. Copper is quiet. Solder is in fair demand with prices firm. Spelter is dull, but supplies being light, prices are firm, as also are antimony quotations on a strong market.

Demand for sheets and plates is weak, and in many finished product lines the same conditions prevail. It is to be hoped that the new year will stir up more business in the Eastern Canadian centres.

\* \* \* \*

**Heating Goods.** Passing trade is fair. Christmas buying was better proportionately than for some few recent years, state several stove dealers. The general situation is not too bright, however, in the large centres of population. Money is scarce, householders are doubling up, and many people are economizing on home furniture. In the country a better condition obtains, but stoves not bought at

Christmas time are not expected to move very rapidly while the trade depression lasts, nor until a long spell of cold weather shows up the failings of the old stove at home.

\* \* \* \*

**Paints and Oils.** Quietness following the Christmas holiday season prevails. Manufacturers are preparing their 1915 campaigns following the information gleaned at the annual house conventions. Hardware dealers say paint was a slow seller this season, but if a better feeling obtains in the new year the spring clean-up season should see just as good a paint season this coming spring as the early months of last year.

Linseed Oil is advancing in price. This year (1914) shows a reduced world crop. Buying is not heavy. Turpentine remains easy on small buying.

Glass buying is light on the new prices, and putty is moving very slowly. All paint lines remain at unchanged quotations, and so do their bases. Coal oil and gasoline are good sellers, winter being a good time for demand for these commodities.

### OTTAWA PAINT CO. SPREADING OUT

The Ottawa Paint Works, associated with which is the Ottawa Varnish Co., Ltd., Ottawa, are opening a Toronto branch at 153 Duchess St., with J. D. Robinson as manager. "Dan" is well known to the trade, having been connected for 12 years with the Imperial Varnish & Color Co., and 3 years previous to that with the Canada Paint Co.

Associated with him in the Toronto branch are his brother, C. W. Robinson, who was connected with the Canada Paint Co. from the days of Peuchan & Co. until recently, and also A. R. Tarlton, late of the Sherwin-Williams Co. The Toronto branch will handle all business from Peterboro and Belleville on the east to Huntsville on the north and Windsor in the west, and a full stock will be carried in the Toronto warehouse. Travelers will represent their lines in this territory, selling to the wholesale trade, and will have some very attractive new propositions for the hardware trade.

### ALABASTINE STAFF CONVENTION

The Alabastine Company, Paris, Limited, Paris, Ont., have just concluded what proved to be one of their most successful and enthusiastic sales conventions held in years. Among other things plans for 1915 were discussed. The possibilities of profit for hardware and paint dealers were dealt with and the boys were overflowing with good feeling, because of the bright prospects for business during 1915.

### BIG SHOVEL ORDER FOR THE WAR

An order for 120,000 shovels was placed recently by Frederick Stobart, purchasing representative of the British War Office. Mr. Stobart stated that shovels are not made in any great quantity in Canada, except by two firms—the Jones Shovel Company, of Gananoque, and the Hamilton Shovel Company, at Hamilton. Consequently these two firms divided the order, which was estimated to be worth over \$50,000. The shovels are to be delivered in weekly shipments, and the orders will be completed within two months.



# MINERVA



# PAINTS

Made in Canada for

Canadian Trade



PINCHIN-JOHNSON & CO. of Canada is now owned entirely by Canadian capital, and managed by Canadians. Buy MINERVA PAINTS, and keep your money circulating in the Home Market, thereby aiding Home Industries and assisting general Canadian prosperity.



THE  
HIGHEST  
QUALITY

## Minerva Paints have made good — WHY?

- 1st. Quality; Absolutely Dependable.
- 2nd. We have and will always stand behind MINERVA PAINT PRODUCTS.
- 3rd. Advertising and selling help; applied in DIRECT SUPPORT OF MINERVA AGENCIES—IT BRINGS RESULTS. ASK ANY MINERVA AGENCY.

MOST  
EFFICIENT  
SERVICE

PROTECTS  
PROPERTY

BEAUTIFIES  
HOMES

## THE MINERVA PAINT PROPOSITION for 1915

*Is a real Profit Producer*

*You cannot afford to overlook it*

When will it be most convenient for the MINERVA PAINT MAN to call and show you how your paint profits can be increased?

DROP US A LINE

WEARS  
LONGER

COVERS  
BETTER



**PINCHIN-JOHNSON & CO.**  
OF CANADA

*Paint, Color and Varnish Manufacturers*

377-386 Carlaw Avenue

Toronto, Canada





## PREVAILING MARKET PRICES.

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

## METALS.

Aluminum, ingots .....	0 22
Antimony, per lb. ....	0 18
Brass rods, 1/4 to 1 inch. .	0 22
Sheets, up to 20 gauge. .	0 25
Tubing 1 inch base. ....	0 24
Copper, ingots, casting. .	0 14 1/2
Sheets, plain, 14 oz. ....	
base .....	0 29 1/4
Sheets, tinned, 14 oz. ....	
base .....	0 80 1/4
Sheets, planished, 14 oz. .	
base .....	0 87 1/4
Sheets, braziers .....	0 29 1/4
Bars, round, 1/2 to 2 in. .	0 27 1/4
Black Sheets, 28 gauge base,	
Toronto .....	2 75
Montreal .....	2 70

Canada Plates—	
Ordinary, 52 sheets, To-	
ronto .....	3 00
All bright, 52 sheets. .	4 00
Galvanized Apollo Ordinary	
18x24x52 .....	4 45 4 75
60 .....	4 70 5 00
20x28x80 .....	8 90 9 50
20x28x80 .....	9 40 10 00

Galvanized Sheets (Corrugated)	
10 p.c. off. ....	
22 gauge, per square. .	6 75
24 gauge, per square. .	5 50
26 gauge, per square. .	4 25
28 gauge, per square. .	4 00

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge ..	3 45 3 80
22-24 gauge. .	3 55 3 85
26 gauge .....	3 90 4 10
28 gauge .....	4 10 4 35

Apollo brand Toronto	
24 gauge, American ...	3 20
26 gauge, American ...	3 55
28 gauge (26 English) .	3 70
10 1/2 oz., equal to 28	
Eng. ....	3 80

Iron Pipe, per 100 feet—	
Black base, 1 inch ....	4 51
Galvanized base, 1 inch	6 21

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 65; standard bushings, 70;	
headers 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77 1/2; malleable lipped unions,	
65. ....	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45. ....	

Bar Iron, per 100 lb. ...	2 00
Forged iron .....	2 85
Refined horseshoe iron. .	2 40
Sleigh shoe and mild	
steel .....	2 25
Iron finished steel .....	2 50
Tire steel .....	2 20
High speed steel .....	0 65

Lead, Canadian pig .....	5 00
Bar pig .....	5 75
Sheets, base, 2 1/2 lbs. sq.	
ft. ....	7 50
Pipe and waste .....	9 00
Traps and bends .....	40 p.c.
Solder, half and half, lb. .	0 28

Spelter, foreign, per 100	
lb. ....	6 25
Sheet zinc .....	8 00
Tin, ingots, 100 lbs. ....	85 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base .....	7 00
I X, 14x20 base .....	6 00
I X X, 14x20 base .....	7 00

"Dominion Crown Best"—Re-	
tinned. ....	
I C, 14x20 base .....	7 00
I X, 14x20 base .....	8 25
I X X, 14x20 base .....	9 50

"Allaway's Best"—Standard	
Quality. ....	
I C, 14x20 base .....	4 65
I X, 14x20 base .....	5 65
I X X, 14x20 base .....	6 65

Bright Ookes, Bessemer Steel.	
I C, 14x20 base .....	4 50
Terne Plates. ....	
I C, 20x28, 112 sheets	7 40
I X, Terne Tin .....	9 40

Tinned Iron. ....	
72x30 up to 24 gauge,	
case lots .....	9 50
72x30 up to 26 gauge,	
case lots .....	10 00

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire,	
lb. ....	0 09 1/4
Light copper bottoms. .	0 09
Heavy red brass .....	0 07 1/2
Heavy yellow brass .....	0 07 1/2
Heavy lead .....	0 03 1/4
Light brass .....	0 05 1/2
Tea lead .....	0 03
Scrap zinc .....	0 03 1/4
No. 1 wrought iron. ....	6 00
Machinery cast scrap	
No. 1 .....	8 75
Stove plate .....	9 00
Malleable .....	9 00
Miscellaneous steel .....	6 00

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins ....	80 90
Chemicals, in casks, per lb.—	
Arsenate of lead .....	0 17 1/2
Sulphate of copper (blue	
stone) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07 1/4
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure .....	0 12
Chrome, yellow, pure ..	0 23
Golden ochre, pure .....	0 14
French ochre, pure .....	0 12
Chrome green, pure .....	0 11
French permanent green,	
pure .....	0 15
Marine black, 25 lb.	
irons .....	0 06
Signwriters' black, pure	0 20

Glue, in sheets ...	0 10 13
1 lb. pkges (Brantford)	0 25

Petroleum—	
Can. prime white, gal. .	0 13 1/2
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17 1/2
Castor oil, per lb., in	
bbls. ....	0 08 1/4
Motor Gasoline, single	
bbls. ....	0 18 1/2
Benzine, per gal., single	
bbls. ....	0 17

Putty—	
Bulk, 100 lb. drums. .	2 60
Bladders in barrels ...	2 90

Ready Mixed Paints—	
Per gal., qt. tins 1 65	2 00

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt. ....	6 40
Genuine, 100 lb. kegs.	
per cwt. ....	6 75

Shingle Stains—	
In 5-gallon buckets ...	1 15

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels .....	0 68
Linseed Oil, single bar-	
rel, raw .....	0 56
Linseed Oil, single bar-	
rel, boiled .....	0 59
Rosin, "G" grade, bbl.	
per 280 lbs. ....	7 00

Varnishes, per gal. cans—	
Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Fine steel elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing .....	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turp brown japan .....	1 60
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lighting dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90

Canadian pure, .....	8 30 9 55
Canadian pure, less than	
tons .....	8 50 9 75

White Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. .	0 07 1/2
Pure, in 25-lb. irons (in	
oil) .....	0 10

Window Glass—	
United Inches Star D.D.	
Under 26 .....	6 50 8 60
26 to 40 .....	7 00 10 00
41 to 50 .....	7 40 11 70
51 to 60 .....	8 00 12 00
61 to 70 .....	8 75 12 75
71 to 80 .....	9 50 13 85
81 to 85 .....	10 50 17 50
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c. ....	

Miscellaneous —	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 08 1/4
Pine tar, 1/2 lb. tins, doz.	0 60
Plaster of Paris, bbl. .	2 25
Paris white, bbls. ....	0 90
Whiting, gilders, bolted	1 20
Whiting, plain .....	1 00

## HEAVY HARDWARE

Anvils, Taylor-Forbes ...	0 05 1/4
Chain—Proof coil, per 100 lb.: 1/4	
in., \$6.00; 5-16 in., \$5.20; 3/4	
in., \$4.45; 7-16 in., \$4.20; 1/2	
in., \$3.90; 9-16 in., \$3.90; 5/8	
in., \$3.80; 3/4 in., \$3.65; 7/8 in.,	
\$3.45; 1 in., \$3.40. ....	

Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5. ....	

Forges—	
Blacksmith's portable,	
135 lbs. ....	9 85

Horse Nails—	
\$2.60 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25. ....	

Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85. "X.L." feather	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75. ....	
Toecalks Standard, J.P. & Co.,	
"Blunt," No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp," No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes. ....	

Wire Nails, base .....	2 05
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70. ....	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, 3/4 diameter, per	
100 lbs., \$3.00. ....	

Annealed Wire, base \$2.50.	
Hay Baling Wire—No. 12 and 13,	
\$4; No. 13 1/2, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent., other	
lengths 20c. per 100 lbs. extra.	
Clothes Line Wire—No. 19, \$2.70	
per 100 ft. ....	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal. ....	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed. ....	
Poultry Netting—2-in. mesh, 19	
w.g., 60 off. ....	
Smooth Steel Wire—Base, \$2.80	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 35
Galvanized, plain twist 2 40	
Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85. ....	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, 3/4, \$5; 1	
inch, \$16.80. ....	
Black, 1st grade, 6 strands, 19	
wires, 3/4, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto. ....	
Wrought Staples—	
Galvanized .....	2 85
Plain .....	2 60
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50 5 00
Blacksmiths', 60; parallel, 45	
per cent. ....	

## GENERAL HARDWARE

Adzes—Carpenters',	
per doz. ....	12 50 14 00
Axes—Single bit,	
per doz. ....	6 75 9 50
Samson .....	9 00
Double bit, per	
doz. ....	10 50 12 50
Bench axes .....	9 00 12 00
Broad axes .....	22 75 25 00
Hunters' axes. ....	5 00 6 00
'Boys' axes .....	5 75 6 50
L a t h i n g	
hatchets .....	4 70 10 00
Shingle hatchets 1 45 6 75	
Claw hatchets, 1 70 6 00	
Barrel hatchets 5 50 6 85	
Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
50, 10 & 2 1/2 per cent.; B.B.	
caps, 50, 10 and 2 1/2 per cent.;	
Centre Fire Pistol Cartridges, 20	
and 2 1/2 per cent.; Centre Fire	
Sporting and Military Car-	
tridges, 10 per cent.; Primers,	
10 and 2 1/2 per cent.; Brass	
Shot Shells, 45 and 12 1/2 per	
cent.; Shot Cartridges, discount	
same as ball cartridges, discount	
Crown Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 30	
and 10 per cent. ....	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net	
extras as follows; chilled 40c.;	
black and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. 1/4 c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47 1/2; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	
Tobin High Speed, 50 and 5;	
Tobin Never-Choke, 50 and 5.	
Barn Door Hangers—	
Double straphangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.) .....	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list. ....	
Carriage Bolts, 3/4 and smaller,	
65 and 10 per cent. ....	
Carriage Bolts, 7-16 and up,	
52 1/2 and 12 1/2 per cent. ....	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent. ....	
Machine bolts, 3/4 and less, 70	
and 5 per cent. ....	
Machine Bolts, 7-16 and up,	
60 and 5 per cent. ....	
Plough Bolts, 55, 10 and 5 per	
cent. ....	
Bolt Ends, 60 and 5 per cent.	
Blank Bolts, 57 1/2 per cent.	
Sleigh Shoe Bolts, 3/4 and less,	
62 1/2 per cent. ....	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12 1/2 per cent.	
Coach Screws, new list, 75	
and 5 per cent. ....	
Nuts, square, all sizes, 4 1/4 c. per	
lb. off. ....	
Nuts, hexagon, all sizes, 4 1/4	
per lb. off. ....	
Stove rods, per lb., 5 1/4 c. to 6c.	
Stove bolts, 80 and 7 1/4.	



If it's Jamieson's, it will pay  
you to handle it



Whether it is  
Jamieson's Pure  
Prepared Paint

**JAMIESON'S**  
**PURE** READY MIXED **PAINTS**

Jamieson's  
Floor  
Enamel

or any other of  
Jamieson's high  
grade, Canadian  
Made Products



It will give satisfaction to your customers because of the economy of paint needed to cover any area and its lasting qualities.  
To you because of the good margin of profit and the large sales

**R. C. Jamieson & Company, Limited**  
Montreal                      Established 1858                      Vancouver

*Owning and Operating P. D. Dods & Co., Limited*



Bells—Door bells, push and turn, 45 and 10 per cent.  
Cow bells, 65 per cent.  
Sleigh bells, shaft and hames, pair, 22c. up.  
Sleigh bells, body straps, each, \$1.15 up.  
Farm bells. No. 1, \$1.65.

#### Building Paper, Etc.—

Tarred slater's paper, per roll . . . . . 0 95  
O. K. paper, No. 1, per roll . . . . . 0 95  
Plain Fibre, No. 1, per 400 ft. roll . . . . . 0 50  
Tarred Fibre, No. 1, per 400 ft. roll . . . . . 0 62  
Tarred Fibre Cyclone, 25 lb., per roll . . . . . 0 62  
Dry Cyclone, 15 lbs. . . . . 0 50  
Plain Surprise, per roll . . . . . 0 42  
Resin sized Fibre, per roll . . . . . 0 42  
Asbestos building paper, per 100 lbs. . . . . 8 25  
Heavy straw, plain & tarred, per ton . . . . . 86 00  
Carpet felt, per 100 lbs. . . . . 2 60  
Tarred wool roofing felt, per 100 lb. . . . . 2 00  
Pitch, Boston or Sydney, per 100 lbs. . . . . 0 85  
Pitch, Scotch, per 100 lbs. . . . . 0 85  
Heavy Fibre, 32 & 60, per 100 lbs. . . . . 3 00  
2 ply Ready Roofing, per square . . . . . 0 75  
3 ply Ready Roofing, per square . . . . . 0 95  
2 ply complete, per roll . . . . . 1 15  
3 ply complete, per roll . . . . . 1 35  
Liquid Roofing Cement, bbls., per gal. . . . . 0 17  
Liquid Roofing Cement, tins . . . . . 0 19  
Crude Coal Tar, per barrel . . . . . 4 50  
Refined Coal Tar, tins, per doz. . . . . 1 25  
Refined Coal Tar, per barrel . . . . . 5 00  
Shingle Varnish, per bbl. . . . . 5 00  
Caps, per lb. . . . . 0 05  
Nails, per lb. . . . . 0 05  
Mop, cotton, per lb. . . . . 0 17

Butts—Plated, bower barff & nickel, 45 per cent.  
Wrought brass, 45 per cent. off revised list.  
Cast iron loose pin, 60 per cent.  
Wrought steel, fast joint and loose pin, 70 and 5 per cent.

Cement—Portland, bags per bbl. . . . . 1 55 1 63

Cold Chisels, 5 x 6 in. doz. . . . . 2 20  
Bevel edge, 1 inch, doz. . . . . 2 50

Conductor Pipe—  
2 inch, in 10 ft. lengths. . . . . 3 45  
3 " " " " . . . . . 4 20  
4 " " " " . . . . . 5 53  
5 " " " " . . . . . 7 60  
6 " " " " . . . . . 9 25

Door Knobs—Canadian, 45 per cent.  
Porcelain, mineral and jet knobs, net list, plus 5c.

Door Sets—Canadian, 50 per cent.  
Door pulls, 60 per cent.

Door Hangers (Parlor)—  
Single sets, each . . . . . 1 80  
Double sets, each . . . . . 8 25  
Unbreakable rail, 100 feet 5 00

Draw Knives—  
Carpenters' 6 inch, doz. . . . . 5 25  
Holding handles, 8 in., doz. 1 80  
Folding handles, 8 inch, doz. . . . . 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.

Favetrough—  
8 in. in 100 ft. lengths. . . . . 3 02  
10 " " " " . . . . . 3 80  
12 " " " " . . . . . 3 88  
15 " " " " . . . . . 5 53

Factory Milk Cans—  
Milk cans and pails, 35 p.c.  
Hand delivery and creamery cans, 35 p.c.  
Railroad and cream cans and taps, 40 and 12 1/2 p.c.  
Creamery trimmings, 20.

Files and Rasps—  
Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66 3/4; Jowett's (English list) 27 1/2. Delta 65.

Hammers—Tack, iron, doz. 0 85  
Ladies claw, handled, doz. 0 60  
Adze eye nail hammer, 10 oz., doz. . . . . 1 25  
Adze eye, hickory handle, 1 lb., doz. . . . . 6 25  
Adze eye, straight claw, 1 lb., doz. . . . . 7 00  
Farriers' hammers, 10 oz., doz. . . . . 5 50  
Tinners' setting, 1/2 lb., doz. . . . . 4 50  
Machinists, 1/2 lb., doz. . . . . 3 20  
Sledge, Canadian, 5 lbs. and over . . . . . 0 06  
Sledge, Masons, 5 lbs. and over . . . . . 0 06  
Sledge, Napping, up to 2 lbs. . . . . 0 09

Harvest Tools, 50 p.c.—  
Samson, best quality, 47 1/2 p.c.  
Sidewalk and stable scrapers, net, \$2.25.  
Wood hay rakes, 40 and 10 per cent.  
Lawn rakes, net.

Hinges—Blind, 50 per cent.  
Heavy T and strap discount, 40 and 10 per cent.  
Light T and strap, 70 p.c.  
Screw hook and hinge, \$4.25, \$5.00.  
Crate hinges and back flaps, 65 and 5 p.c.  
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Per gross—No. 5, \$18.00 No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.

Hooks—Bright wire screw eyes, 60 p.c.  
Bright steel gate hooks and staples, 40 p.c.  
Iron screw hooks, 60 and 20 p.c.  
Iron gate hooks and eyes, 60 and 20 p.c.  
Crescent hat and coat wire, 60 per cent.  
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.  
Extension ladders 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.00.  
Lift Tubular and Single Plain, per doz., \$5.25.  
Japanning, 50c. per dozen extra.  
Prism Globes, per dozen, \$1.20.  
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 10.

Locks and Keys—Canadian 50 and 10 per cent.

Mallets—Tinsmiths', 2 1/2 x 5 1/2 in., per doz. . . . . 1 65  
Carpenters', round hickory, 6 in. . . . . 1 95  
Lignum Vitae, round, 5 inch . . . . . 2 40  
Caulking, No. 8, oak . . . . . 15 00

Mattocks—6 lb., 18 inch, \$6 doz.  
Picks, 6 to 7 lb., 4.65 doz.  
Pick handles, \$1.85 dozen.  
Prospectors' hammers, 16 1/2 c. per lb.  
Drilling hammers, 6 cents per lb.  
Crowbars, 3 1/2 cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.  
Davidson oilers, 45 p.c.  
Zinc and tin, 45 p.c.  
Coppered oilers, 45 p.c.  
Brass oilers, 45 p.c.  
Malleable, 25 p.c.

Planes—Wood bench, Canadian, 15, American, 25 p.c.  
Wood, fancy, 30 to 35 per cent.

Rope and Twine—  
Sisal rope . . . . . 0 09 1/2  
Pure Manila rope . . . . . 0 14  
"British" Manila . . . . . 0 11  
Cotton, 3-16 inch and larger . . . . . 0 21  
Russia Deep Sea . . . . . 0 20  
Jute . . . . . 0 12 1/2  
Lath Yarn, single . . . . . 0 08 3/4  
Lath Yarn, double . . . . . 0 09 3/4  
Sisal bed cord, 48 feet, per doz. . . . . 0 72  
Sisal bed cord, 60 feet, per doz. . . . . 0 90  
Sisal bed cord, 72 feet, per doz. . . . . 1 08

Cotton clothes line, 18 off.  
Bag, Russian twine, per lb. . . . . 0 27  
Wrapping, cotton, 8-ply twine . . . . . 0 19  
Wrapping, cotton 4-ply twine . . . . . 0 21 1/2  
Mattress twine, per lb. . . . . 0 45  
Staging twine, per lb. . . . . 0 85

Rivets and Burrs—Iron Rivets, black and tinned, 75.  
Iron Burrs, 75 per cent.  
Copper Rivets, usual proportion burrs, 35 and 12 1/2 per cent.  
Copper burrs only, 30 and 12 1/2 per cent.

Rivet Sets—Canadian, 35 to 37 1/2 per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set . . . . . 0 78  
Mrs. Potts, No. 50, nickel-plated, per set . . . . . 0 85  
Mrs. Potts, handles, japanned, per gross . . . . . 9 00  
Common, plain . . . . . 5 00  
Common, plated . . . . . 5 50  
Asbestos, per set . . . . . 1 50  
Sand and Emery Paper, 40 p.c.

Sash Weights—  
Sectional, 1/2 lb. each, per 100 lbs. . . . . 2 25  
Solid, 3 to 30 lbs. . . . . 1 60

Sash Cord—No. 3, per lb. 0 80

Screws—Wood, F. H., bright and steel . . . . . 85 10 7 1/2 10 5  
Wood, R. H., bright . . . . . 80 10 7 1/2 10 5  
Wood, F. H., brass . . . . . 75 10 7 1/2 10 5  
Wood, R. H., brass . . . . . 70 10 7 1/2 10 5  
Wood, F. H., bronze . . . . . 70 10 5 10 5  
Wood, R. H., bronze . . . . . 65 10 5 10 5  
Drive screws . . . . . 65 10 5 10 5  
Set, case hardened . . . . . 60 and 10  
Square cap . . . . . 50 and 05  
Hexagon cap . . . . . 45  
Bench, wood, per doz., \$5.00.  
Bench, iron, per doz., \$4.25.

Screws (Machine)—  
Flat head, iron and brass, 35 per cent.  
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—  
Canadian, No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.  
No. 3 and 4 grade, 45 per cent.

Soldering Irons—  
Base, per lb., 28 cents.

Sap Spouts—  
Bronzed Iron with hooks, per 1,000 . . . . . 6 00  
Eureka tinned steel hooks, per 1,000 . . . . . 8 00

Staples—  
Poultry netting, 100 lbs. . . . . 6 70  
Red, 100 lbs., No. 14 . . . . . 6 75  
Blind, per lb. . . . . 0 12  
Coopers' staples, 45 per cent.  
Bright spear point, 75 per cent.

Stovepipes—  
5 & 6 in., per 100 lengths 8 50  
7 inch, per 100 lengths. . . . . 9 00  
Nestable, 40 per cent.  
5 and 6-inch elbows, per doz. . . . . 1 46  
7-inch elbows, per doz. . . . . 1 64  
Thimbles, 70 p.c.

Carpet tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45

and 10; cheese box tacks, 87 1/4; trunk tacks, 80 and 20; straw berry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.  
Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent Plain and retinned, 72 and 5.

Traps (steel game)—Newhouse, 30 per cent.  
Hawley & Norton, 40, 10 and 5 per cent.  
Victor, 60 and 5 per cent.  
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—  
Navy, steel wheel, dozen 21 00  
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 45 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.55 per 100 sq. ft.; in 50-ft. rolls, \$1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., \$9.00.

#### HOUSEFURNISHINGS.

Stoves and Ranges—  
Gas ranges, 50 per cent.  
Stoves and ranges, 50 and 5 per cent.  
Furnaces, 45 per cent.  
Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.

Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95. Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36 \$4.15.

Enameled Ware—White ware, 75 per cent.  
London and Princess, 50 per cent.  
Canada, Diamond, Premier, 50 and 10 p.c.  
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.  
Premier steel ware, 60 and 10 p.c.  
Star decorated steel and white, 33 1/2 per cent.  
Hollow ware, tinned cast, 40 per cent. off.  
Enamelled street signs, 50 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.  
Copper tea and coffee pots, 50 per cent.  
Copper pitta, 30 and 5 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.  
Flaring pattern, 50 per cent.  
Galvanized washtubs, 50 p.c.

Pieced Ware, 35 per cent.—  
Copper bottom tea kettles and boilers, 35 per cent.  
Coal hods, 40 per cent.  
Boiler and tea kettle pitta, 40 per cent.

Stamped Ware—Plain, 72 1/2 and 5 per cent.  
Retinned, 72 1/2 and 5 per cent.

Silverware—Hollowware, 40, flatware, 40 and 10.

Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37 1/2 and 10 per cent.

Washing Machines—  
New Ontario . . . . . 41 25  
Round, re-acting, per doz. 73 75  
Square, re-act., per doz. 77 50  
Dowdell . . . . . 52 50  
New Century, Style A . . . . . 101 25  
Ideal Power . . . . . 180 00  
Daisy . . . . . 73 25  
Stephenson . . . . . 74 00  
Puritan Motor . . . . . 165 00  
Connor, improved . . . . . 52 50  
Ottawa . . . . . 55 00  
Connor Ball Bearing . . . . . 112 50  
Connor Gearless Motor Washer . . . . . 180 00

Wringers—  
Royal Canadian, 11 in., doz. . . . . 45 25  
Eze, 10 in., per doz. . . . . 51 75  
Bicycle, 11 inch . . . . . 56 25  
Trojan, 12 inch . . . . . 100 00  
Challenge, 3 year, 11 inch 48 75  
Ottawa, 3 year, 11 inch 54 00  
Favorite, 5 year, 11 inch 57 75  
20 per cent.



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**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete **ROLLING LADDER CATALOGUE**, showing many styles suitable for all kinds of shelving.

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IS THE BEST AND HAS BEEN  
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When we originated Germantown Lamp Black at our factory in Germantown, Philadelphia, we little realized that it would become the **STANDARD** of the Trade and that in order to market their Blacks every other manufacturer would have to use that name, or else make something better.

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Get the most possible out of the New Year. Sell the absolutely dependable paint lines which return you the largest profit.

Moore's House Colors are Pure Linseed Oil Paints made from the best and most lasting pigments. They'll give satisfaction to your customers and more profit to yourself.

## Sell Moore's House Colors

(Pure Linseed Oil)

*Resolve to investigate. Let us tell you what our goods would mean to you. Cheerfully we will send full particulars.*

*Made in Canada  
By*

### Benjamin Moore & Co., Ltd.


6 Lloyd St., West Toronto

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Cummer-Dowswell .... 16	L		Walker Bin & Store Fixture Company .... 44
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The McCormick Manufacturing Company, Limited, Biscuit Manufacturers, London, Canada, whose building is shown above, have the largest and most sanitary factory of its kind in America.

It is pure white throughout, outside and inside.

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**Electric-Sweld-Weld Coil, Loading and Boom Chain**  
*Sizes  $\frac{1}{8}$  to  $\frac{3}{4}$  in. inclusive*



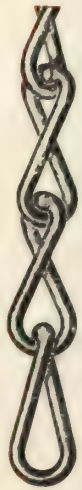
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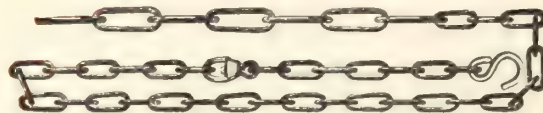


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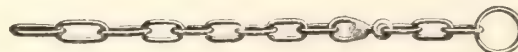
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**Butt or Half Traces**  
*all sizes, lengths and styles*



**Breast Chain  
with Slide**

*No. 220  
XC  
Plate*



**No. 150  
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Chain**

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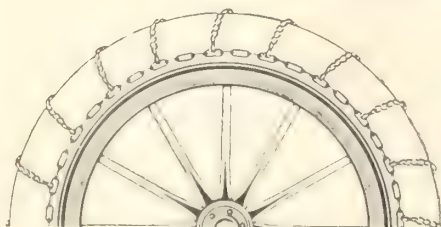
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styles*

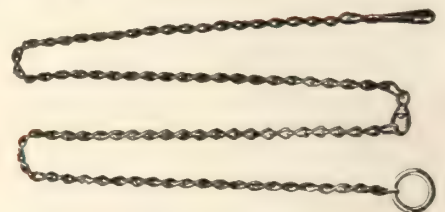


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**Anti-Skid Chain**

**25%** More Weld  
 More Wear  
 More Value  
 More Sales



**Tie-Out Chain**

**McKINNON CHAIN COMPANY**  
 ST. CATHARINES ONTARIO, CANADA



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Vol. 7

TORONTO, FEBRUARY, 1915

No. 2

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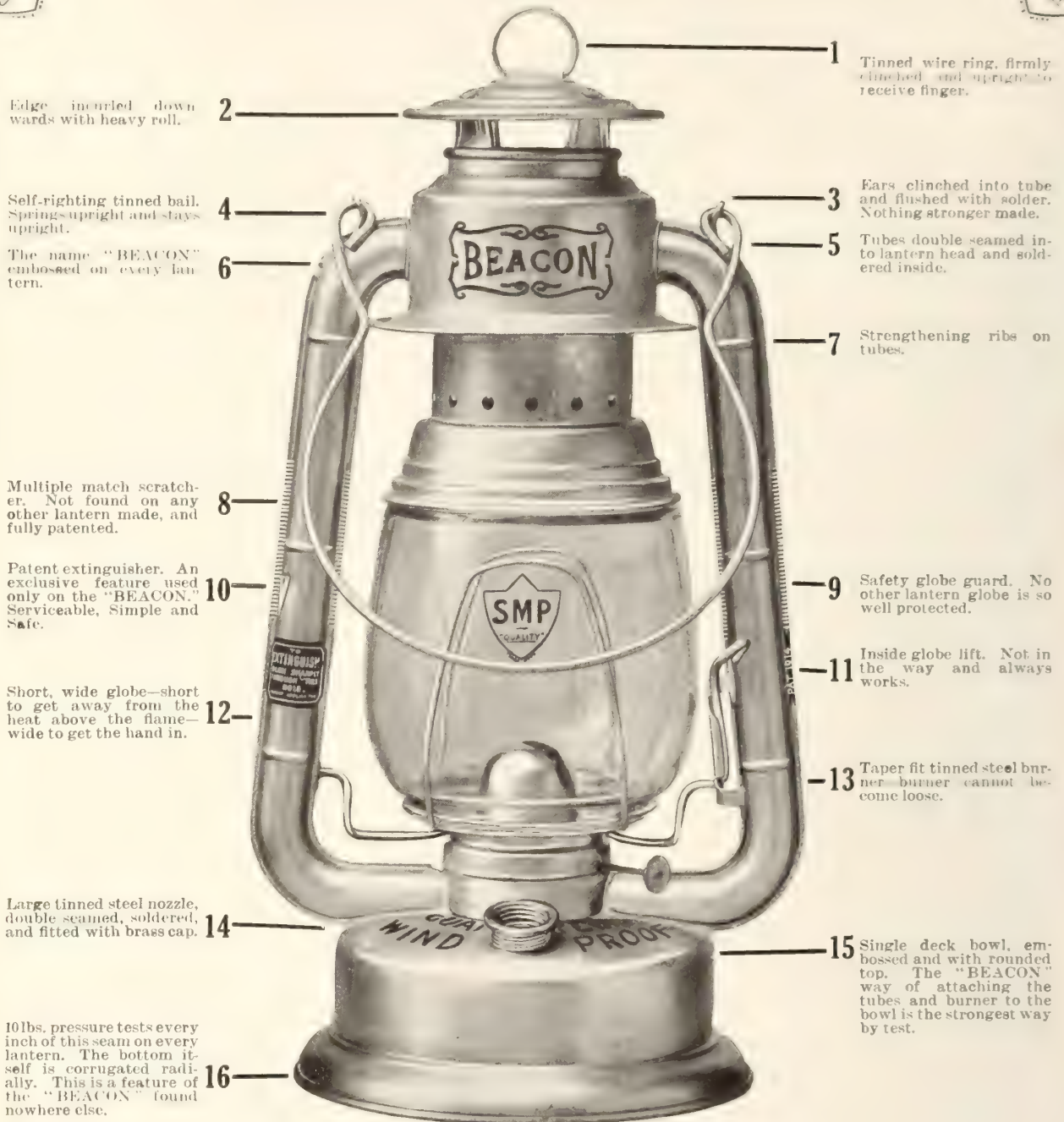
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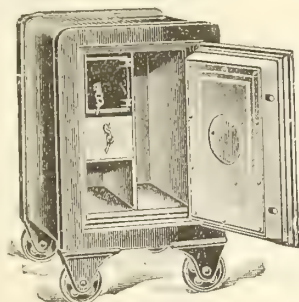
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The only safe built that is guaranteed against dampness, swollen walls and rusted bolt work. Lasts a lifetime.



You will find it highly profitable to carry one or two of these safes—your customers will appreciate their merits

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Meilink's Home Safes are intended to replace the old tin deed or jewelry boxes. They are designed for papers, insurance policies, wills, deeds, mortgages, jewelry, or any small valuables. They are fire-proof and cannot be forced open in any way. They are specially needful to doctors, lawyers, lodges, private offices, cigar stands, drug stores, small businesses of any kind and particularly in the home.

### Features You Can Emphasize to Your Customers

**First**—The weight and exterior of these safes are reduced so that they can be conveniently placed in any room or any corner or on any floor. They are guaranteed against gathering dampness inside, thereby destroying books, papers or jewelry.

**Second**—They are guaranteed positively against the rusting of either interior or exterior. The interior is steel, not wood, as is used by most makers.

**Third**—They are guaranteed against swelling or bursting walls.

The weight of Meilink's Home Safes ranges from 70 lbs to 1135 lbs.

*WRITE FOR CATALOG AND PRICES*

# Rice Lewis & Son

Limited

Toronto

Ontario



## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 3/4 inches
No. 341 E	No. 361 E	11 x 1 3/4 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

**The American Wringer Co.**

New York, U. S. A.



## Time to Order FREEZERS

Whether you stock the LIGHTNING, GEM or BLIZZARD, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The BLIZZARD, being a low-priced Freezer, makes a good running mate with either the GEM or LIGHTNING. Now is the time to place your order. Shipment can be made any time you specify.



BE SURE to INCLUDE the LIGHTNING ICE CHIPPER No. 1. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will  
Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.

## Canadian Made

TRADE  MARK

## Bathroom Fixtures

Your customers are giving the preference to **Empire Made** goods in all lines.

Our goods are all tagged "Made in Canada." They are equal to the best made anywhere; and the deliveries are prompt.

**We Carry the Stock**

Write for New Prices

**Kinzinger, Bruce & Co.**

Niagara Falls, Ontario



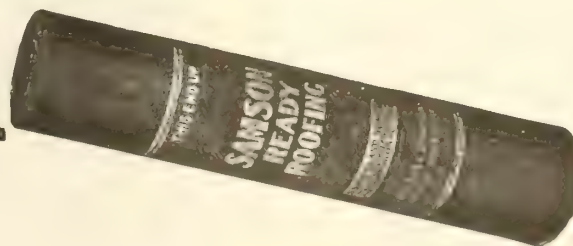


# SAMSON ROOFING

The success of  
**“SAMSON”**  
 ROOFING

is due to the fact that it was  
 never made to meet a price. A  
 successful roofing came first,  
 price second.

**Highest Quality Permanently Maintained**



**H. S. HOWLAND, SONS & CO.**  
 LIMITED

WHOLESALE HARDWARE

WE SHIP PROMPTLY

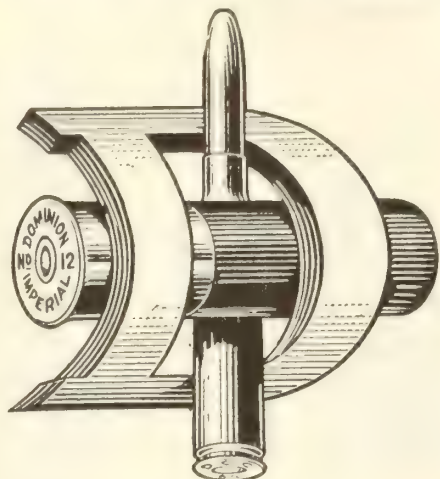
**TORONTO**

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



# Fills the Bag and Increases Turnover



**Y**OUR customers demand Dominion Ammunition---they know that eye and gun linked up with dependable cartridges --- Dominion Cartridges --- mean good sport and successful sport.

The steady call for Dominion Cartridges means live stock that moves---clean shelves that present an attractive appearance and increased sales of guns and other hunters' supplies.

**DOMINION** *The only ammunition entirely made in Canada.*

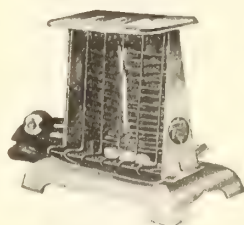
**Dominion Cartridge Company, Ltd., Montreal**

## "Made In Canada"

**Electric Heating Appliances**



TRADE MARK  
Registered



"Canadian Beauty"  
UPRIGHT ELECTRIC  
TOASTER

The "Canadian Beauty" line of household electrical goods is the best that can be had on the Canadian Market.

It is "Made in Canada" and a safe and money making line for the *Hardware Man* to handle.



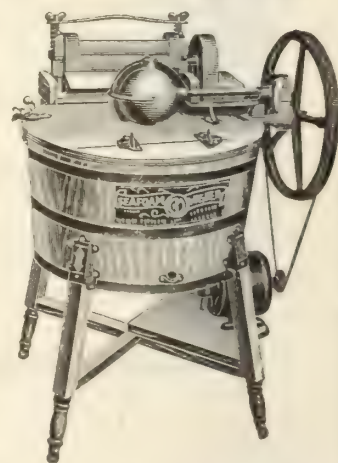
"Canadian Beauty"  
ELECTRIC IRON

Have you received our new catalogue yet? If you haven't send a post card and let us quote you prices.

**Renfrew Electric Mfg. Company**  
Limited  
Renfrew Ontario Canada

## Now is the time to show something new in Washing and Wringing Machines

**Sell the Seafoam  
ELECTRIC  
It Isn't Hard**



Every housekeeper in your locality will be interested in this latest method of cleaning clothes and one sale will lead to a dozen. It is operated from an ordinary lamp socket. Washes and Wrings at the same time or separately and can be furnished without motor, equipped to run by Gas, Gasoline, Steam Engine or Windmill Power.

There is a place for it in every home

Made by  
**Cummer-Dowswell, Limited**  
Hamilton, Ontario

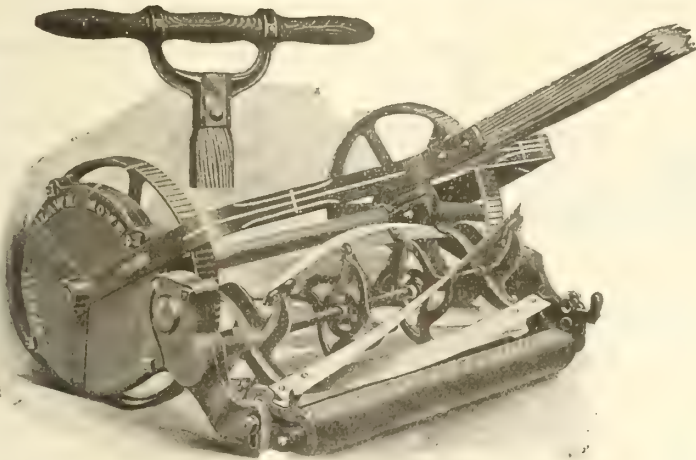


When ordering your stock of

# Canadian-Made Lawn Mowers

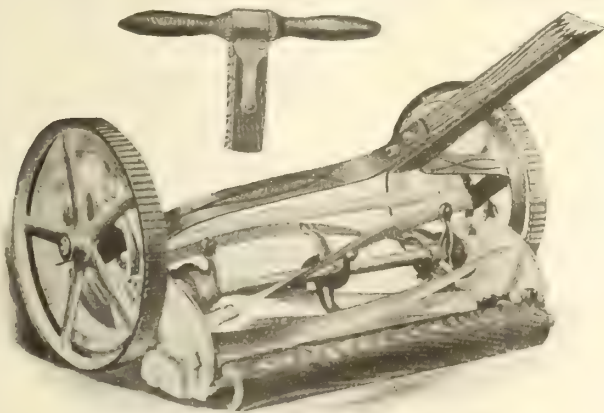
for 1915, specify

## "TAYLOR-FORBES"



### "Adanac" Lawn Mower

10½ inch wheels. 6½ inch cylinders. Four blades. Special crucible tool steel knives, oil tempered. Equipped with a train of gears. Best quality material used throughout its construction.



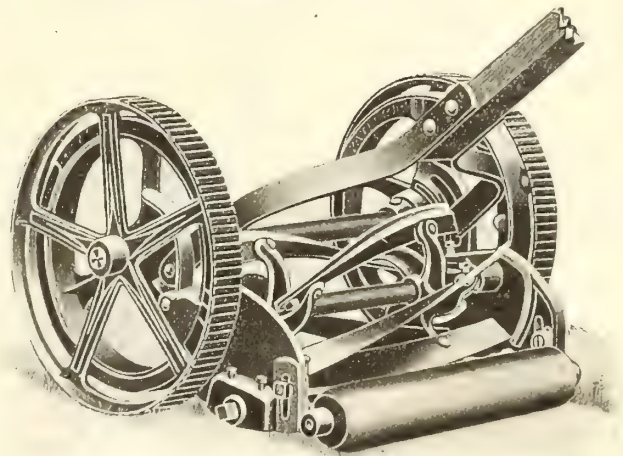
### "Empress" Lawn Mower

Open four and five-knife cylinder. 10½ inch wheels. Special tool steel knives, oil-tempered. Case-hardened ball-bearings and balls. Specially prepared polished steel shafts. Cheeks easily detached. Made with grass-box attachment.

### Why not order the best ?

**T**AYLOR-FORBES Lawn Mowers are the best that are offered to the Canadian Trade. They are high-grade machines with the best of mechanical features.

They are **MADE IN CANADA** and are therefore more reasonable than imported makes. They are also better in quality than imported makes.



### "Woodyatt" Lawn Mower

Open four and five knife cylinder. Tool steel knives, oil tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high grade mower in the world.

#### *This Guarantee goes with every T-F Lawn Mower*

If for any reason, at any time within one year from date of purchase, the Taylor-Forbes purchaser is not satisfied, we insist on giving him a new machine or refunding the money.

*If you cannot purchase our goods from your jobber, write us direct and we will supply.*

# Taylor-Forbes Co., Limited

Head Office and Works :  
GUELPH, ONTARIO

Taylor-Forbes Co. 246 Craig St. W Montreal  
H. G. Rogers, 147 Prince William Street,  
St. John, N.B.  
Canadian United Mfrs. Agency, London, Eng.

Taylor-Forbes Co., Ltd., 1070 Homer St.  
Vancouver.  
H. F. Moulden & Son, Travelers' Building  
Winnipeg.

Canadian Made for Canadian Trade





## "PRESTO" Electric Hand Lamp

An Attachment for any Dry Cell Battery. Equipped with Tungsten Electric Bulb and two-inch bull's-eye lens.

It is for daily use everywhere on all occasions, by the farmer, plumber, autoist, inspector, housewife, physician, in store or factory, barn or garage, cellar or attic. Always ready, absolutely safe. A lot of light for a little money.

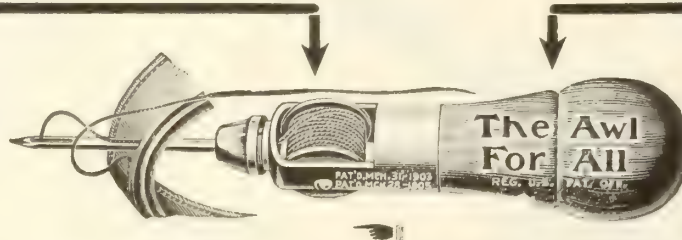
THE SEARCHLIGHT REFLECTOR CAN BE MOVED AND SET TO ANY ANGLE.

**DEALERS** Here is your opportunity to make some real money quick. We give big discounts to Canadian Houses. Sold either with or without batteries. Get the "Presto" and you get the **cheapest and best**. Retail for \$1.50 complete. Write at once for discounts in quantities. Sole manufacturers.

**METAL SPECIALTIES MANUFACTURING CO.**  
736-738 West Monroe Street, Chicago, U.S.A. **SALESMEN WANTED.**

## THE GENUINE MYERS DOLLAR SEWING AWL

Convenient counter display box, and show card in three colors, **JUST OUT NEW**. Actual size of box  $10\frac{5}{8} \times 4\frac{3}{4} \times 1\frac{5}{8}$ . One box with every  $\frac{1}{2}$  doz. awls, shipping weight 2 lbs.



See that exposed reel under the finger tips (THIS PRINCIPLE IS RIGHT)

Ask for 1914 catalogue and wholesale prices.

**Needles  
in the hollow  
handle  
screw  
top**

*Canadian Distributors:*  
**A. PRUD'HOMME & FILS, LIMITED.**  
10 Rue de Bresoles, Montreal  
**THE HOBBS HARDWARE CO., LTD.,**  
London, Ont., Canada

**MERRICK ANDERSON COMPANY,**  
Winnipeg, Manitoba

**MARSHALL-WELLS CO., LIMITED, Winnipeg, Man.**

**C. A. MYERS COMPANY, Inc.,** Sole Manufacturers, **6319 University Ave., Chicago, Ill., U.S.A.**

# Davidson's Railroad Milk Cans



Dominion Milk Cans are supplied with Dome or Seamless Covers, and Malleable Tinned Upright Side Handles.

Made of extra quality tinned iron. In three sizes, 5, 8 and 10-gallon.

Bodies and bottoms are curled and grooved together by a heavy hydraulic process, which makes the can practically in one piece. The necessity for heavy iron hoops (that only add weight) has been eliminated, this bottom adding strength where strength is required without the cumbersome extra weight.

They are smooth in the inside and great care has been taken to see that all crevices are soldered, leaving no possible opening for dirt or bacteria to collect.

**WRITE FOR PRICES**



**The Thos. Davidson Manufacturing Company, Limited**  
**MONTREAL** **TORONTO** **WINNIPEG**



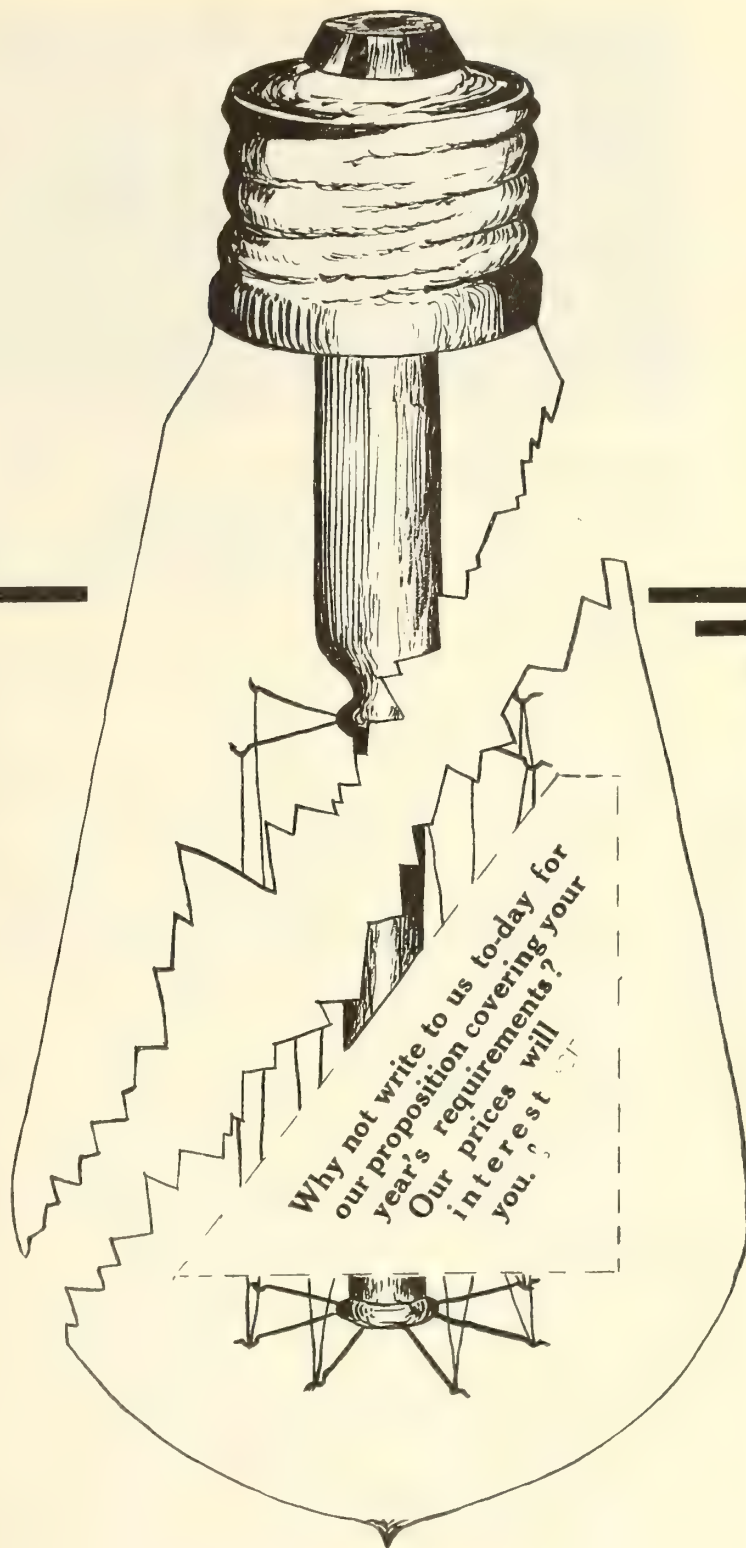
# Reduction In Prices

on all types of



# Sunbeam Incandescent Lamps

Effective February 1st



## Canadian Sunbeam Lamp Company Limited

Main Office and Factory: TORONTO

*Branch Warehouses*

Montreal

Winnipeg

Calgary

Vancouver





## GOOD APPEARANCE and GOOD SERVICE Are Two Essentials for the Up-to-Date Store

The public appreciate good service, and they get it when BERLIN HARDWARE DISPLAY CABINETS are used. The goods are displayed behind glass doors or display-front compartments. Articles thus displayed are kept absolutely free from dust, and as a result always retain their original good finish and make a stronger appeal to the prospective buyer. Made in oak and beautifully finished.

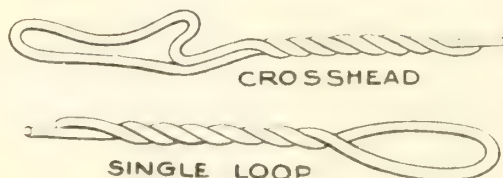
The customer who enters your store and sees the goods in good order right before him gets the impression that there is good management behind your store's service—besides, he realizes that here he can see what he wants and can get it quickly.

*Illustrated Catalog and Estimates Gladly Furnished*

**The Walker Bin and Store Fixture Company, Limited**  
BERLIN MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES ONTARIO

## Increase Your Profits

By handling our  
**BALE-TIES**  
for baling purposes



We also manufacture  
**Wire Nails and Staples**  
All the Standard and Miscellaneous  
Sizes

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. Limited

Geo. W. Laidlaw  
Vancouver B.C.

Harry F. Mulden  
Winnipeg, Man.

**The Steel Company of Canada, Ltd.**  
Hamilton Canada

**TIGER BRAND  
WHITE LEAD**  
"THE LEAD WITH THE SPREAD"



**PROMPT SHIPMENTS MADE**  
PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

*Sales Offices*

HAMILTON  
VANCOUVER

MONTREAL  
VICTORIA

TORONTO  
HALIFAX

WINNIPEG  
ST. JOHN



# Hardwaremen of Ontario!!!

*You will be assured of a hearty welcome  
at the showrooms of*

## **McClary's**

**177 King St. West, Toronto**

*Where a special display of 'Famous' goods is being  
arranged for the Convention on*

**February 24th and 25th**

**This is your opportunity to view all  
the latest ideas in**

**RANGES for COAL and GAS  
FURNACES and HEATERS  
ENAMELWARE and TINWARE  
JAPANNED and GALVANIZED WARE  
COPPER and ALUMINUM WARE  
OIL STOVES and HEATERS  
REFRIGERATORS  
MILK CANS and TRIMMINGS  
EAVETROUGH and ROOFING SUPPLIES**

**Branches Everywhere**

**Head Office: London, Ontario**

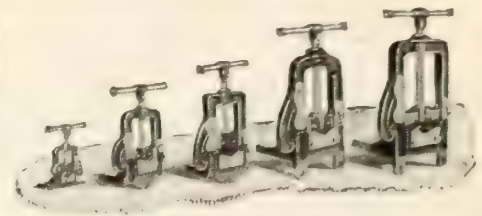


# GLASS

*Plate Glass*  
*Sheet Glass*  
*Prism Glass*  
*Figured Glass*  
*Leaded Glass*  
*Mirrors*  
*Sidewalk Prisms*  
*Metal Store Fronts*  
*Bevelled Plates*  
*Art Glass*  
*Glass Shelves*

Let us figure on  
your next  
Specification

The  
**Consolidated Plate Glass Co.**  
 Limited of Canada  
 Toronto Montreal Winnipeg



## ARMSTRONG'S Hinged Vises

They are of the best Malleable Iron, with steel Jaws, and are made on the interchangeable system, so that any of the parts can be replaced if it should become necessary. They are so simple in construction that any further explanation is unnecessary.

Write for Catalogue TO-DAY

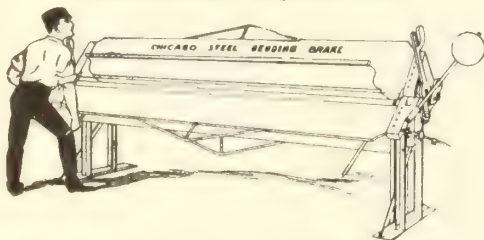
**The Armstrong Mfg. Co.**  
 333 Knowlton St. Bridgeport, Conn.

*Manufacturers of*  
 Water, Gas and Steamfitter's Tools

## Chicago Steel Bending Brake

Made in 200 sizes

Why lose money in your  
Sheet Metal Department?



The fact that Chicago Steel Bending Brakes have been installed in ten thousand workshops, including those of a number of the largest U.S. Trusts and Corporations, should bear sufficient testimony to the invaluable services these Bending Brakes render, that you will be induced to write us if you are at all interested in a first class Sheet Metal Bending Brake. The Chicago saves you money and will soon save its cost.

Attractive Catalogue and Price  
 List upon request

**The Steel Bending Brake Works**  
 Chatham, Ontario LIMITED

## THE DAY BEFORE



Wash day used to be a day of misery for Milady of the House thinking of that dreadful washing to be done to-morrow.

But, nowadays, the Connor Ball Bearing Washer has lifted the load from the overtaxed housekeeper, and the washing is done in a jiffy—with time and energy to spare.

Are you prepared to demonstrate this machine to the prospect who will come into your store to-day?

Made in Ottawa, Ont., by

**J. H. Connor & Son, Ltd.**



# There is only One Best

Others have some of special features appearing in the Invincible, but none have them all.

☐ The only machine with which hose is furnished free

☐ The only one having the patent swivel-joint, reaching entirely under furniture 2½ inches from the floor.

☐ Has the most complete set of tools of any machine in the market.

*Price \$37.50 without tools and  
\$45.00 with all tools complete.*

Exclusive  
agencies given  
to Aggressive  
dealers

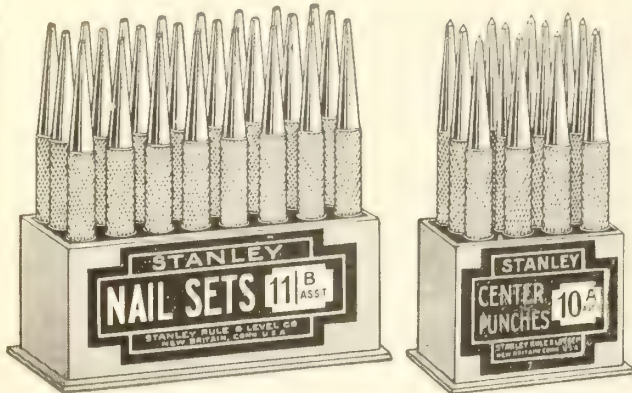
Get ready  
for the  
Spring Trade  
NOW

The  
**Invincible**  
**Renovator Mfg.**  
**Co., Limited**  
81 Peter Street  
Toronto

Send in a good mailing  
list and let us help you  
to close a number of  
profitable sales.

**Made Complete  
in Canada**

# Stanley Tools



## STANLEY NAIL SETS AND CENTER PUNCHES

"STANLEY" Nail Sets and Center Punches are made of a special grade of tool steel. They are hardened on both ends by an improved process, given an oil temper and will be found to "stand up" under the most severe conditions.

Special care has been taken in selecting the proper knurling for the shank, and the user will find that the feeling of security as to "grip" is a particular feature of "STANLEY" Nail Sets and Center Punches.

The top of the head is shaped to just the right form to reduce to a minimum the possibility of the hammer slipping when striking a blow.

The point or tip of the Nail Sets that come in contact with the nail is "cupped" and the edges nicely rounded.

The point or tip of the Center Punches is accurately made and always in the center of the tool.

All sizes of both Nail Sets and Center Punches are four inches long from end to end.

The neat and handy boxes in which they are packed make them an attractive article for counter display.

MANUFACTURED BY

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.



## Five Favorites

The lion's share of the files used in Canada are these five famous brands.

## KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

*Made in Canada*

Most users prefer them because they reflect 50 years' experience in making good files. Because they never vary in quality or work. Because a sixty-million output yearly means maximum value at minimum cost.

With 4,000 patterns to select from—with huge stocks ready to ship at a moment's notice—we guarantee you the right files at the right price, at the right time.

And we're showing your trade that "it costs less to use more." Teaching them to use more Files.

That means GOOD BUSINESS for you.

**Nicholson File Company**  
PORT HOPE Jobbers Everywhere ONTARIO

*Read "File Philosophy" and be an authority on files. A copy with our catalog will be sent you free on request.*





## BRANCH HOUSES

THE GURNEY-MASSEY CO LIMITED, MONTREAL.  
THE GURNEY FOUNDRY CO LIMITED, HAMILTON.  
THE GURNEY NORTHWEST FOUNDRY CO LIMITED, WINNIPEG.  
THE GURNEY FOUNDRY CO LIMITED, CALGARY.  
THE GURNEY FOUNDRY CO LIMITED, VANCOUVER.

# THE GURNEY FOUNDRY COMPANY

LIMITED

EVERYTHING FOR COOKING &amp; HEATING

TORONTO, CANADA

January 27th., 1915.

MAKE THIS CONVENTION PROFITABLE.

Mr. Hardware Dealer,

Never before since you or ourselves started in the hardware and stove business, has it been more necessary for us to exert every effort that will INCREASE OUR USEFULNESS TO OURSELVES AND OUR COUNTRY.

Co-operation between manufacturer and retailer is more necessary than ever before, and we want to make this a "get together" year. The officers and staff of this Company will be "AT HOME" during this week of the coming Convention in Toronto, not only to our many friends in the Trade, but to everybody of the hardware and stove business.

You all know that the handling of "Made in Canada" goods, Stoves for instance, is one of the surest ways to do this, and we as manufacturers are prepared to offer you inducements, so that it will not only be the right thing to do, but the profitable one.

We have several new lines for 1915 to show you. We will not have any opportunity of exhibiting them to you excepting at our Showrooms, 500 King St. W. Toronto, and therefore look forward to a visit from you.

Yours truly,

THE GURNEY FOUNDRY Co. Limited



## The "HERCULES" Step Ladders

Are the strongest and most perfect ladders made. The wide top, sides, steps, and all stock entering into it are carefully selected from the best material. All iron and steel parts of the ladder are finished in aluminum which, with the clean bright wood, makes this pattern one of the most attractive and easiest sellers on the market. Made from clear yellow pine in lengths from 4 to 10 feet in the standard weight stock, and extra heavy 10 to 16 feet.

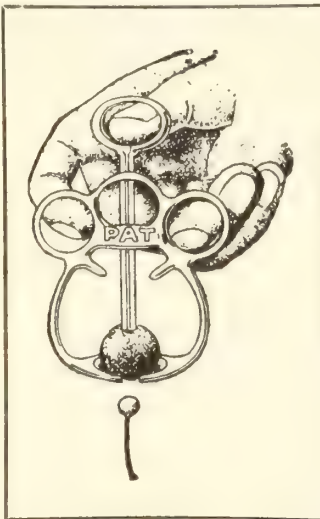
Drop us a line for our catalogue and get information regarding our full line.

## The Stratford Manufacturing Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn, Camp and Verandah Furniture, Woodware, Park Seats, Etc.

STRATFORD

CANADA



## JOBBER! JOBBER!!

Here is a small but profitable kitchen convenience that will be purchased in thousands by consumers just as soon as the cherry crop begins to materialize.

## The Perfection Cherry Stoner

is now being "Made in Canada", and we are ready to book your order for deliver within THREE WEEKS—ample time to stock up for your spring requirements. THE PERFECTION CHERRY STONER operates rapidly and easily, and stones cherries perfectly at the rate of sixty per minute. For preparing cherries for preserving purposes the "Perfection" cannot be excelled, as it takes the stone out without spoiling the shape of the cherry. THE PERFECTION CHERRY STONER is packed 1 doz. in a carton—1 gross in a case.

Write for Price. Write for Sample. Write for your Stock Supply  
*Write*

E. T. WRIGHT CO., LIMITED, HAMILTON, CAN.

### The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

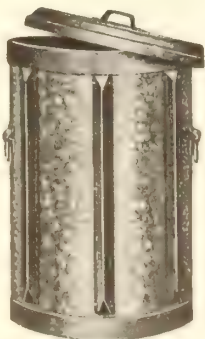
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Feloe Plates.

### JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street  
Toronto

52 Canada Life Building  
Montreal



Made in 3 Sizes

## You can Increase Your Profits with these Two Lines

### SAMUELS' INDESTRUCTIBLE GARBAGE CAN

Best service for the money. Made of extra heavy galvanized iron with strong V-shaped staves riveted to body. Smooth interior without any dirt-catching corrugations.

Manufactured  
by

J. Samuels Queen and  
McCaul Streets Toronto

### SAMUELS' DUSTLESS ASH SIFTER

A saver of coal, time and needless work which will appeal to your customers.

Ask your Jobber for Prices on these Lines



Practically Dustless; Easily Operated.



# NEW PERFECTION OIL COOK-STOVES

## NOW MADE IN CANADA

BY THE PERFECTION STOVE  
CO., LIMITED, SARNIA, ONT.

**N**EW Perfection Oil Cook Stoves are easy to sell because Canadian housewives know all about them.

The New Perfection has been advertised for years throughout the Dominion. This year again an expensive advertising campaign will run in magazines, farm papers, and newspapers everywhere.

By selling New Perfection Oil Cook Stoves you are helping along the **Made in Canada** movement, and at the same time handling the very best oil cook stove on the market.

New Perfection Oil Cook Stoves are made with 1, 2, 3 and 4 burners, cabinet tops, drop shelves, towel racks, etc.

They are especially good sellers during the summer months because they keep the kitchen cool and free from dirt, soot and ashes.

For catalogue and price list address the the nearest branch office of



## THE IMPERIAL OIL COMPANY

LIMITED

TORONTO  
REGINA

MONTREAL  
SASKATOON

ST. JOHN  
CALGARY

HALIFAX  
EDMONTON

WINNIPEG  
VANCOUVER



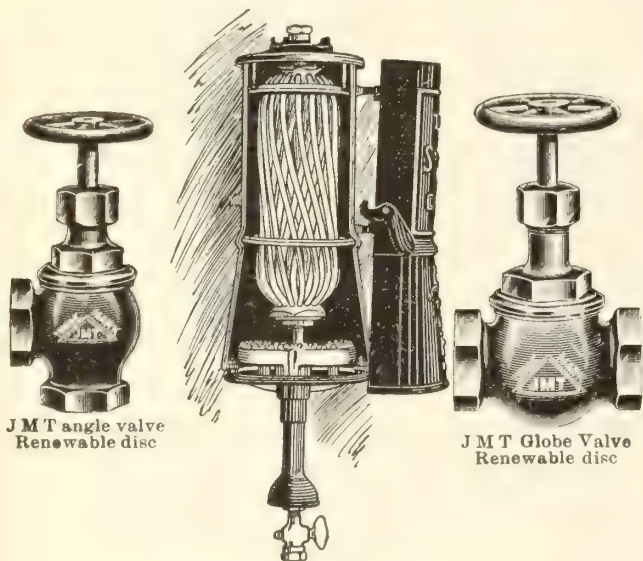
Made in

Canada

When in want of  
**STEAM or WATER SUPPLIES**  
 remember the  
**JMT LINE**

JAMES MORRISON TORONTO

The kind that satisfies your customers, the kind that gives permanent and efficient service, the kind approved of in the provinces employing a board of Inspectors.



JMT angle valve  
Renewable disc

JMT Globe Valve  
Renewable disc

JMT Stack Gas Water Heater.  
Heats enough water for a bath  
tub in 10 to 15 minutes.  
Guaranteed

Our  
**Plumbing Specialties**

combine goods made substantial  
 in design, weight and metal for  
 durability.

The  
**James Morrison Brass Mfg. Co.**  
 Limited

93-97 West Adelaide St., Toronto, Ont.

# Wayne Tanks

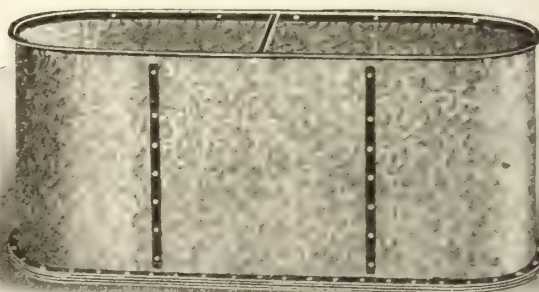
## For Watering Stock

And water storage purposes are a profitable line for the progressive hardware dealer to handle. They are sanitary, rust-proof and leak-proof. They are made to stand hard usage and will not dry up in summer or freeze in winter. We stock a large range of sizes for various uses.

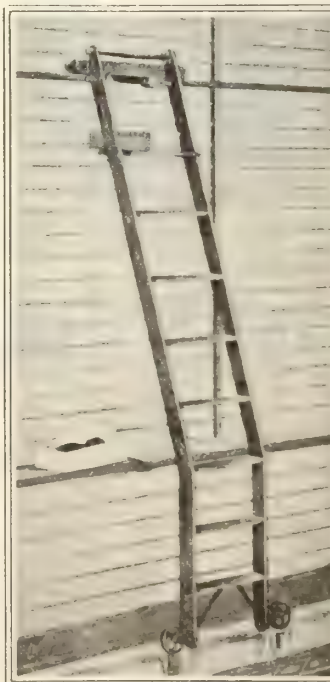
Write for Illustrations and Prices.

**Wayne Oil Tank & Pump Co.**  
 Limited

Woodstock Ontario



# MILBRADT LADDERS



Mean a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete ROLLING LADDER CATALOGUE, showing many styles suitable for all kinds of shelving.

**MILBRADT MANUFACTURING CO.**  
 2400 N. 10th Street St. Louis, Mo.



# NOTHING BEATS "SUCCESS"

## ALL-STEEL REFRIGERATORS

Perfectly  
Sanitary



Absolutely  
Air-Tight

The Refrigerators that are built with the Most Perfect Insulation ever used. Doors, Walls, Top and Bottom are Insulated throughout.

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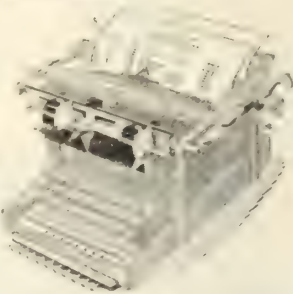
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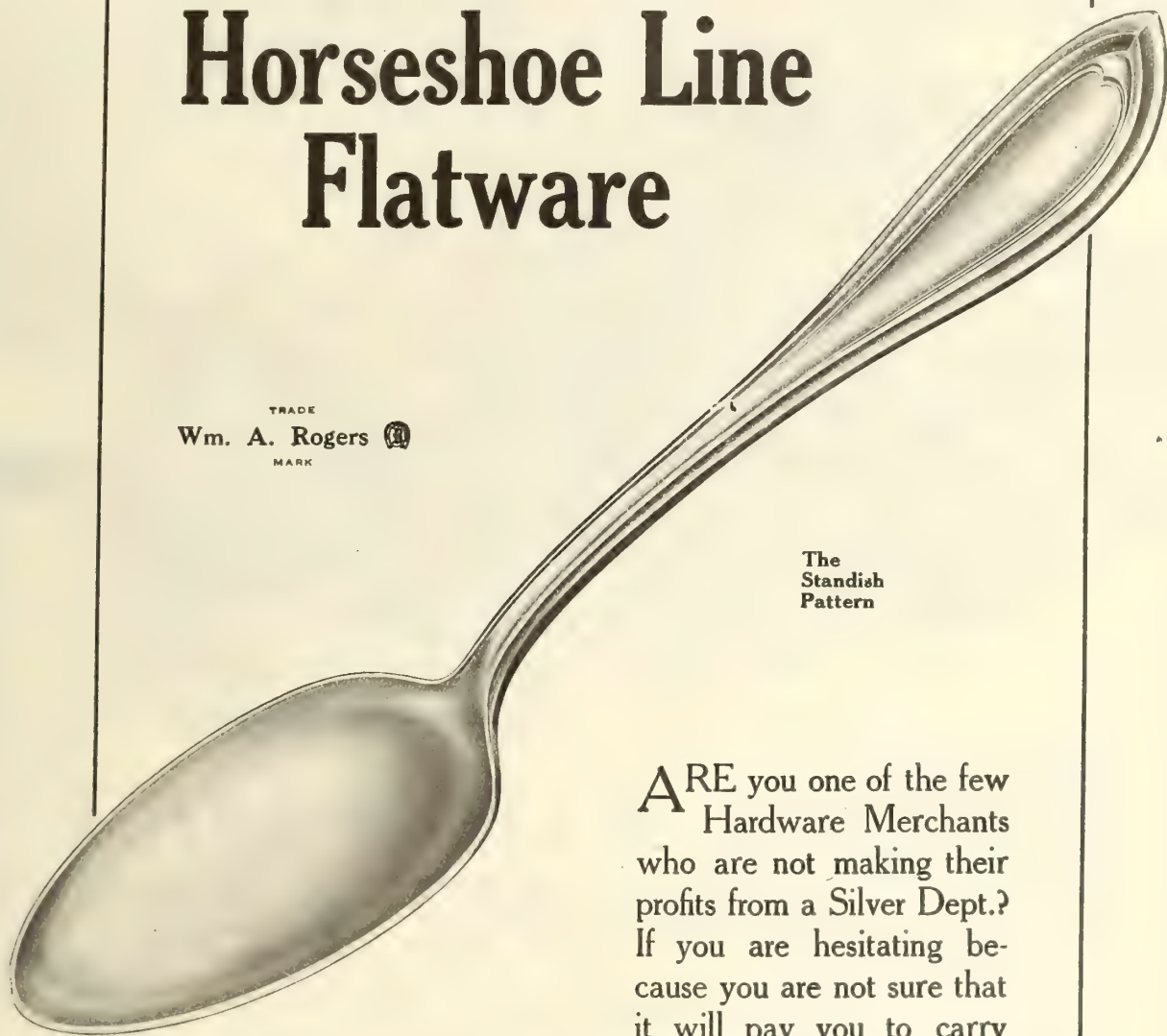
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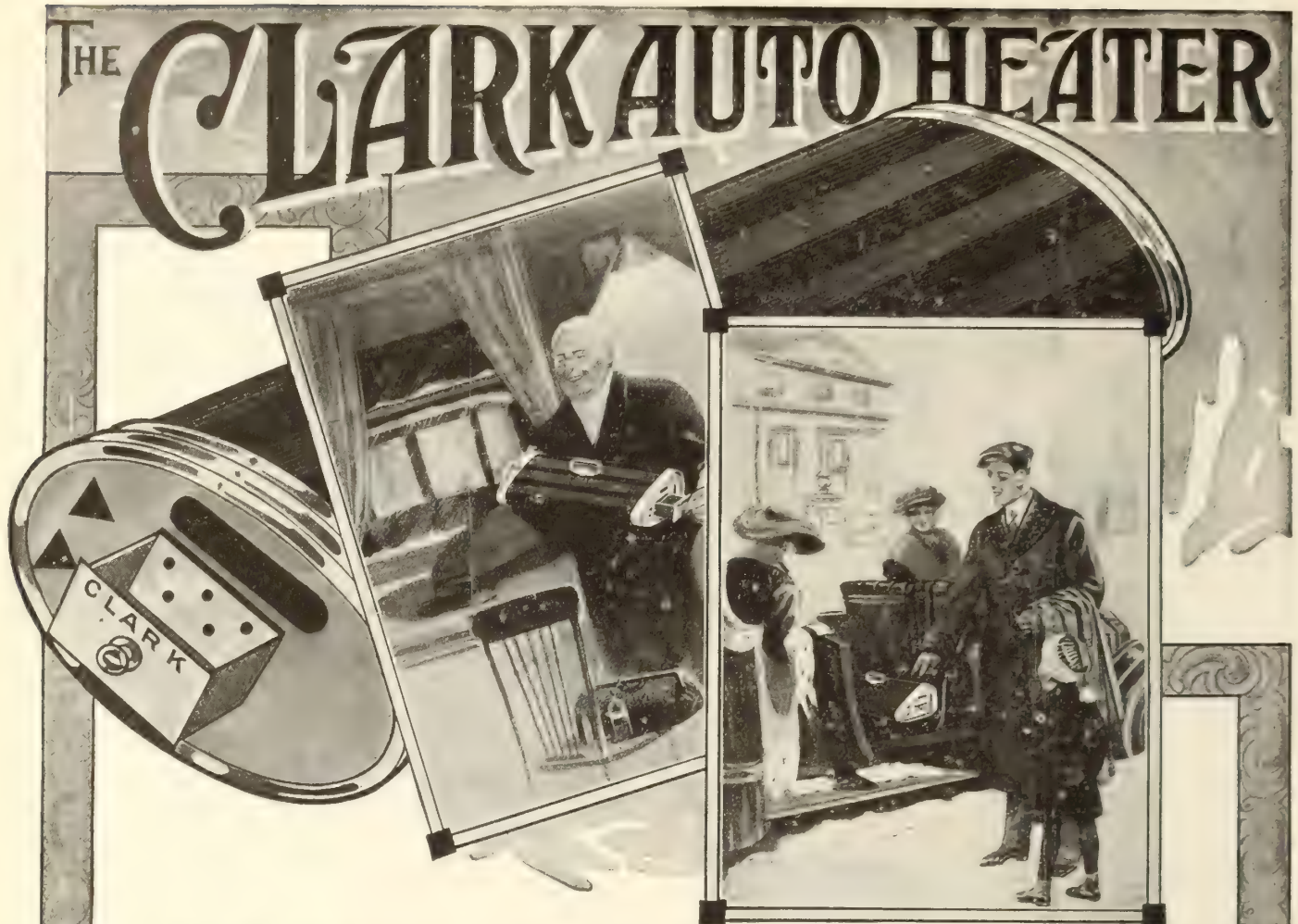
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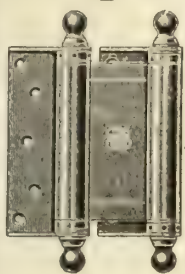


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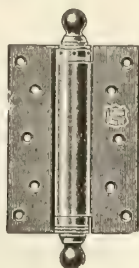
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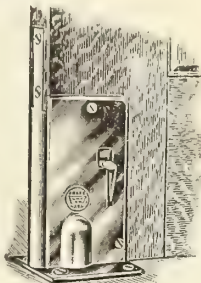
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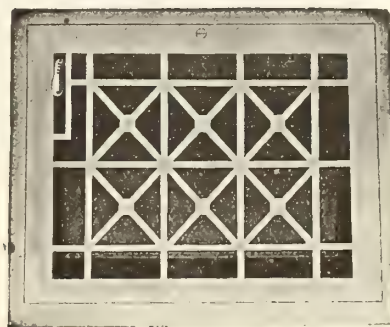
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# CANADIAN HARDWARE JOURNAL

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PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

R. C. HOWSON, 704 UNITY BLDG., MONTREAL  
C. G. BRANDT, CIRCULATION MANAGER, TORONTO

E. J. MACINTYRE, ROOM 1155, 122 SO. MICHIGAN AVE., CHICAGO  
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EDITORS

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ADVERTISING MANAGER

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, FEBRUARY, 1915

NUMBER TWO

## Parliament to Honor a Hardwareman.

The honor of moving the resolution in the House of Commons, in reply to the address from the throne, at the next session of Parliament, has been delegated by the Government to a retail hardware merchant.

The hardware merchant thus honored is Mr. W. G. Weichel, M.P., whose place of business is Waterloo, Ont.

Mr. Weichel, who is a young man, made his first bow in Parliament in 1911, and since then he has displayed ability which marks out for him a promising career in political life, should he continue to be a member of the House.

To the business interests of the Dominion Mr. Weichel has been particularly valuable since his appearance in Parliament. He may be a politician, but he is first of all a business man, and it is therein that lies his chief value. This quality was particularly exemplified during the revision of the tariff early last year, when he gave material assistance in the shaping of the rates and regulations regarding items appertaining to the hardware trade. One item might be cited as an illustration. It was that regarding wire for fence manufacturing purpose. Out of his practical experience in the trade he had learned that some of the manufacturers were evading the regulations by importing wire free, which should have been dutiable, thus enabling them to undersell hardware dealers, who bought fencing through manufacturers who were using the regulation gauge of wire. Mr. Weichel was enabled to prove his case so thoroughly that the regulations were amended and made so clear and specific that the practice of deception is scarcely likely to be repeated.

We cannot have too many business men of Mr. Weichel's stamp in Parliament.

*It costs money to attend a hardware convention; but it costs more to stay at home.*

**Every Dealer Should Take Stock** Every merchant should take stock and make out a fiscal statement at least once a year. The benefits are so great that no man who has his own

interests at heart can afford to pass up this important work, even though it does take considerable time from the regular and routine work of the store. What is the use of giving all your time to strenuous marching unless you know you are marching in the right direction? In the same way, what is the use of laboring hard for business unless you know that you are conducting business in a profitable manner? That is what the annual inventory shows you.

It can well be described as the business man's X-ray. It brings to light many of the important details of his business that could not otherwise be ascertained. It shows him the true standing of his business and allows him to gauge competently as to the progress being made, and whether it is satisfactory.

Listless dealers sometimes think that they know these particulars well enough without going to the work of taking stock. They are merely guessing, however, and guesswork has no place in business to-day. The merchant must know for a certainty.

He must ascertain at least once a year if satisfactory progress is being made. If not, an examination should at once be made into the cause with the aim of removing it. If he does not take stock he will not be aware of the fact that profits are not what they should be and, therefore, he continues on, all unconscious that he is not sailing in the direction of Port Success.

*Ideas picked up at the hardware convention will more than recompense for both time and money spent in attending.*

## Rapid Stock-Taking

Talking of stock-taking reminds me of the lightning speed with which one of the departmental stores in Canada takes stock.

With most retailers the process is a long and wearied one. It is begun with dislike and finished in disgust by all who have anything to do with it.

In the department store in question it is all over in a few hours. Immediately after the store is closed for the day tea is served in the dining-room to the employes, none of whom are allowed to leave the premises until each has performed his or her allotted tasks.



After tea work of taking stock begins. The staff work in pairs, one calling off and the other making the entries. Two cover each department, one beginning at one end and the other at the other. When these pairs have covered their allotted department or section, which averages two to three hours, they compare notes. If the documents correspond they are passed on to the auditors, who work all night and have the results tabulated for the inspection of the heads of the firm when they come down to business in the morning. Thus in a little over twelve hours the task of stock-taking is completed and the results of the six months' business known. Stock is taken twice a year. The employes are remunerated for the extra hours they work while taking stock.

There is probably not a retailer in the country but could shorten considerably the time devoted to taking stock if the method of doing so was better systemized.

*Prejudices are worn away during the process of rubbing shoulders with competitors at trade conventions.*

**Effect of War on the Seed Supply.** Stores that handle flower and vegetable seeds will probably find a higher range of values obtaining next season, as importers procured their principal supplies of certain descriptions from Germany. That source having been cut off, importers are looking elsewhere for supplies, but with what result remains to be seen, particularly in view of the disturbance which the war has created in other producing countries.

Should, however, the war seriously interfere with importations, it will afford an opportunity of cleaning up stocks left over from last season.

*Do not deprive the coming hardware convention of your presence. Your absence would mean a loss to the trade as well as to yourself.*

**The Tune the Old Cow Died On.** Do you really know the tune the old cow died on? If called upon to give it, you probably could not. Yet you have been telling people all these years when you whistled some unknown air that it was "The tune the old cow died on." Well, here is the tune, the old cow died on—or at least one version of it:

There was a man who had a cow  
And he had naught to give her,  
So he took his pipe and played her a tune  
"Consider, good cow, consider."

That was the tune, and, of course, the old cow died. Cows, like people, have to have sustenance in order to live.

And many a dealer is playing the same empty tune on his "old cow" of a business, and yet wonders why it is slowly dying. He has milked the business so long without provender necessary to stimulate life that the poor old business is in danger of soon being in need of a business undertaker—the sheriff.

How frequently you see a dealer—especially one of the old school—trying to maintain life in his business without the use of proper provender. He refuses to spend money on new fixtures or equipment such as are necessary to get the best results in these days of keen competition—he does not feel disposed to advertise to attract new customers and sell more goods to old ones—

he will not add the new sidelines that are making money for other dealers in the same business—he will not, or does not, adopt the live merchandising methods that are bringing success to his more aggressive competitors. He is trying to make his business exist on the "tune the old cow died on," and unless he changes his business methods he will soon find it departing in the same manner as the cow which we hear paraphrased so often.

*There must be something wrong with the hardwareman who is not able to make a profit of two or three hundred per cent. on the money he has invested in attending a convention.*

#### Get Co-operation of Clerks.

Enthusiastic and whole-hearted co-operation of clerks is a valuable factor in the achieving of the best results in any retail store. The dealer who is not getting this co-operation is losing a good deal, and the unfortunate part of it is that it could often be secured if the dealer himself would only put forth an effort to get his staff interested in the store and pulling with him for the accomplishment of the best results.

Just about this time last year a dealer found that his sales for the year were going to fall short of his anticipated total unless they took a decided spurt during the last month of the year. Realizing this, he called a conference of his sales staff and explained to them the exact situation of affairs, pointing out what would have to be done in order to cause the year's sales to come up to the ideal set at the beginning of the year. Then he put the proposition up to them: "Can we do this during the last month? Are you willing to work with me in a grand effort to make the grade?" And the answer came back, "Yes."

All the clerks were extremely pleased that their employer had taken them into his confidence, and his admittance that he was not the whole "works," but that they were important factors also in the store's work. They tackled the task with enthusiasm, and many were the suggestions for increasing business that they proposed on his invitation. A friendly rivalry in the matter of sales sprang up. Different clerks were given charge of different windows and vied with one another in turning out displays that would sell the most goods.

Sales did show a decided spurt during the month, a tab being kept on them from day to day to see what increase was being made. To make a long story short, their aim was attained and, in addition, a spirit of co-operation was worked up among the clerks that continued to show its value in increased sales from month to month.

#### C. R. H. & S. D. ASSOCIATION OFFICERS FOR 1914-15

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Secretary, Weston	Wrigley, Toronto



# Hardware Trade Problems will be Discussed

By W. L. EDMONDS

AS time approaches for holding the annual convention of the Ontario Retail Hardware and Stove Dealers' Association it becomes more and more evident, from the arrangements that are being made, that it will be of an unusually interesting and practical character.

One of the features of a convention of retailers that always imparts interest is that which is termed "heart-to-heart" talks. In other words, when the members get together and, in a free and easy way, air their grievances, no matter whose "corns" may be trodden upon during the process.

At the coming convention more than usual opportunity will be given for the members engaging in heart-to-heart talks. Two or three sessions, at any rate, will be set apart for that purpose, at which none but retailers will be admitted.

The subjects "Trade Buying" and "Trade Grievances" will afford ample opportunity for creating almost unlimited discussion, while to supplement these will be the "Question Box," which has become such a striking and profitable feature of conventions during the last few years.

\* \* \* \*

IT is not the subjects provided for discussion by the officers of a convention of business men that, in the final analysis, determine its success.

If subjects tabulated for discussion alone determined the success of a convention it would be unnecessary for anyone to be present. Their pros and cons could be discussed by mail from the office desk of the retailer's store.

Much information might be elicited in this way. But even this granted, it would be a poor substitute indeed for the verbal discussion which is made possible by men sitting side by side at a convention, where opinions are stamped with the personality of those who participate in the proceedings.

There are a great many wise and experienced hardwaremen in Canada, but no one hardwareman has a monopoly of wisdom or of ideas. Out of his experience each hardwareman has learned something different from that of his confreres in other stores. He has also accumulated ideas that are different and looked upon matters appertaining to the trade from viewpoints a little different.

When men sit together in conventions and rub shoulders in groups of two or more these varied ideas, viewpoints and experiences are brought into the limelight and analyzed. By this process that which possesses practical utility gathers momentum and that which is impractical gives place to that which has greater potential value.

It is quite obvious, therefore, that the greater the number of heads that get together in conference, the greater will be the practical good that will result therefrom, not only to the individual, but to the trade as a whole.

\* \* \* \*

JUST now the hardware trade of Canada is in need of all the ideas it can get and all the wisdom it can command.

It is passing through strenuous times. A new corner in its experience is being turned. Until the corner is completely turned it is not possible to get a clear view of that which is ahead.

But in the meantime hardwaremen can do much to prepare themselves to face successfully whatever eventualities may develop in the future of the trade.

And there is nothing under the sun which affords such an opportunity for doing this as a convention of hardwaremen like unto that which is to be held in Toronto in the course of a few weeks.

If you stay away not only will the convention be deprived of your ideas and your wisdom, but you will be deprived of the ideas and wisdom which come from personal contact with your fellow hardwaremen from different parts of the country who are present.

If you have not yet made up your mind to attend, do so now. And then get out your notebook, jot down your ideas regarding matters of importance to the trade, and when the convention opens scatter them abroad.



## A Business Convention This Year

*Annual gathering of Ontario Retail Hardware Dealers at Toronto—Meetings in King Edward Hotel—February 24 and 25 the dates.*

King Edward Hotel, where the convention will be held

**T**HE tenth annual convention of the Ontario Retail Hardware and Stove Dealers' Association is to be held in Toronto this year, with headquarters at the King Edward Hotel.

The association was organized in April, 1906, with the object of discussing matters of interest to retail hardware merchants. The first three conventions were purely educational, but several hardware manufacturers expressing a desire to make educational displays of

goods, exhibitions have been held for six years, and at Ottawa last February entertainment took precedence over educational discussions.

The war in Europe having prevented the securing of the armories for the proposed hardware exhibition at London, the executive officers of the Retail Hardware Association have decided to hold a purely business convention at Toronto, the most central point available, and special railway and hotel rates have been secured.

A short two-day convention with a business programme is outlined for this year, and retailers are promised by President Macpherson that this year's convention will be a business gathering from start to finish. The talk on "Hardware Buying" ought to be worth from \$10 to \$100 for any dealer to hear.

The Canadian Hardware Manufacturers' Exhibitors will hold their annual meeting and will entertain the retailers to an informal dinner on Wednesday, Feb. 24. There will be no hardware displays this year.

Every retail hardwareman in Ontario is invited to attend this year's convention and participate in the discussions, and those who come by rail should ask for a convention certificate when purchasing single fare ticket. The tickets are good leaving home for Toronto from Feb. 20th to 26th, and are valid for return up to March 2nd.

### THE QUESTION BOX.

One of the big features of this year's convention will be the question box discussion. Secretary Wrigley has sent out return postcards asking for suggestions from retailers relative to this feature. The replies coming in indicate that great interest is being taken this year in the question box discussion.

A number of dealers in various parts of the province have sent in advance questions which they think might interest other hardwaremen, if discussed at the forthcoming gathering.

Alf. J. Wright, Hamilton, asks: "Why do retailers buy foreign-made goods?"

R. Hawkins, Smiths Falls, Ont., wants to know the "best methods of regulating retail credit business and collections."

Bernhardt & Spalding, Preston, Ont., ask: "Is Government compensation insurance preferable for our trade to that of policies such as those issued by the Travelers Co.?"

### CONVENTION PROGRAM

#### Ontario Retail Hardware & Stove Dealers' Association.

Meetings will be held in the Banquet Hall, King Edward Hotel, Toronto.

#### Wednesday, Feb. 24.

- 9 a.m. Registration of members and distribution of badges in convention offices, second floor, King Edward Hotel.
- 10 a.m. Opening session of convention in banquet hall, King Edward Hotel. Representatives of the Canadian Hardware Manufacturers' Exhibitors' and Retail Merchants' Associations are invited to attend this meeting.
- 2 p.m. Members' meeting—retailers only, in banquet hall, King Edward Hotel. A heart-to-heart discussion on the buying of hardware, comparison of prices paid, etc., led by President Macpherson.  
(It is planned to make this meeting the most interesting in the history of the association, and it should be worth many dollars for any dealer to attend.)
- 6 p.m. Complimentary dinner (informal dress) tendered to the members of the Retail Hardware Association by the Canadian Hardware Manufacturers' Exhibitors' Association, (Adam Taylor, Guelph, president), followed by program of entertainment.

#### Thursday, Feb. 25

- 9 a.m. Business session in banquet hall, King Edward Hotel, committee reports, discussion on proposed affiliation with Retail Merchants' Asso. Consideration of Workmen's Compensation Act. Election of officers for 1915, etc.
- 2 p.m. Members' meeting—retailers only, banquet hall, question box discussion and continuation of talk on hardware buying begun on Wednesday afternoon.
- 8 p.m. Question box discussion or theatre party, as decided by members in attendance.



A. M. Holden, Weston, believes these topics would interest dealers: "Purchasing from firms who sell other than to the trade only"; "Manufacturer selling Eaton Co. at cost"; "City and country prices."

### Heart-to-Heart Talk on Buying.

An innovation this year will be introduced into the convention in the heart-to-heart talk on buying and selling hardware. It is an idea of President Macpherson. At this meeting speakers will tell of their own actual experiences in buying and selling of their stock. Prices and quantities will be given and details mentioned that have to do with the transactions. The various methods of disposing of the stock, too, will be dealt with in detail.

This one meeting alone should be worth many dollars to the hardware dealer who attends. Those who were present at the joint gathering of manufacturers, jobbers and retailers two years ago at Hamilton have, no doubt, a pleasant recollection of that meeting. And that it was helpful also goes without saying. This year's talk will be confined to retailers and is expected to be the most interesting of any session held at the yearly conventions.

### What About Workmen's Compensation?

One of the subjects for discussion at the forthcoming convention is the Workmen's Compensation Act. On this question the following letter from Past-President Occomore is of interest:

Editor Canadian Hardware Journal:

I have always found it profitable to attend the annual conventions of the Ontario Retail Hardware and Stove Dealers' Association, and every year have gained some information or made some connections with firms I do business with to compensate many times over the expense of attending the convention.

I am particularly interested in this year's convention because one of the subjects to be discussed is the new Workmen's Compensation Act.

An important feature of my business is the tinsmithing and metal working department, and I have an average number of twelve working in this department. In previous years I have paid about \$65 in employes' liability insurance to cover possible accidents among these workmen. This year, however, the new Workmen's Compensation Act has come into force, and under its regulations I have been called on to pay \$190, an increase of 200 per cent.

I understand that through the work of Secretary Trowen, of the Retail Merchants' Association, retail

### HOTEL RATES IN TORONTO

Hotel	Plan	Room with bath	Without bath.
King Edward	European	One person \$2.50 Two persons \$4.00	(One) \$1.50 (Two) \$2.50
Queen's	American	\$4.00 up	\$3.00 up
Prince George	American	\$3.50 up	\$3.00 up
Walker House	American	\$3.00 up	\$2.50 up
Carls Rite	American	\$3.00 up	\$2.50 up
Mossop's	European	(One) \$2.00 (Two) \$3.50	(One) \$1.50 (Two) \$2.50
Iroquois	American	\$2.50 up	\$2.00 up

Those attending convention should make hotel reservations direct with hotel preferred. Ample accommodation is available in above and other hotels, although the Ontario Legislature will be in session.

merchants generally have been excepted from the working of this Act, and in small shops employing less than four men the Act is not operative. I further understand that about \$24,000 is being paid to the three commissioners in charge of this new department, irrespective of any salaries which may be paid to office staff employes.

If other hardwaremen employing tinsmiths, etc., are being hit for greatly increased insurance expense as I have been, should we not give this subject an important place in our program and discuss it thoroughly, in order to obtain as much light as possible on the matter, so that rates in future years will be materially reduced?

Guelph, January 28.

H. OCCOMORE.

### MANUFACTURERS' EXHIBITORS' CONVENTION

The program for the convention of the Canadian Hardware Manufacturers' Exhibitors' Association, which will be held on the same dates as the retail convention, has been arranged. The business meeting of the association will be held on Wednesday afternoon at two o'clock. On Wednesday evening at 5.30, the C.H.M.E.A. will entertain the Ontario Retail Hardware and Stove Dealers' Association at dinner in the King Edward Hotel. It is intended to secure a prominent speaker for that evening, and a number of popular entertainers will also be heard.

The headquarters of the C.H.M.E.A. will be at the Queen's Hotel.

The distribution of advertising souvenirs by members of the Manufacturers' Association will be permitted if any of the members wish to undertake anything of this kind, and it is also planned to hold a joint meeting of the Ontario Retail Hardware and Stove Dealers' Association and the Canadian Hardware Manufacturers' Exhibitors' Association on Thursday, February 25.

Banquet Hall of the King Edward Hotel where convention meetings will be held and where C.H.M.E.A., will entertain Retailers on evening of February 24.





## Why Hardware Dealers Should Attend Convention

The following letter tells in direct language why hardware dealers should attend the coming hardware convention in Toronto. The writer's experience is also the experience of many others:

To the Editor:

Feeling somewhat indebted to the officers and members of the O. H. and S. D. A. for the information that I have been able to gather and make use of in the past, I shall endeavor to state why members of the trade should attend the convention in Toronto next month.

During the Hamilton convention I was induced to attend a joint meeting of the manufacturers and retailers and, while there, I with others was invited to ask questions. My question was as follows: "Why do manufacturers sell my customer at the same price they sell to me?" Simple, was it not? Embarrassing to some, I was sure, and may add it was not answered satisfactorily to the members present on that occasion.

This question caused lively discussion. The manufacturers (guilty of the practice) sat up and took some notice. The retailers present recited instances of how this practice had affected their sales. This one ques-

tion, besides others that had been taken up, showed distinctly where the interests of the retailer and manufacturer clashed. As a consequence, more than one manufacturer has ceased taking the retailers' profits, and the merchants of Ontario have benefited many dollars thereby.

I intend to be present at the coming convention next month and have another question to present to the meeting.

Mr. Retail Hardwareman, not a member of the O. H. and S. D. A., do you not realize that the above is only a mite compared with what the association is doing for its members and you. We want your questions and answers at our convention in February. Send in your subscription and be a live one. By helping the association with your membership, you help yourself. I expect to meet you at the convention.

Yours for better business.

ALF. J. WRIGHT.

Hamilton, Jan. 27.

### Paid in Dollars to Attend

"In looking over the proposed program for the 1915 convention," writes Jas. N. McGregor, Oakville, "I am pleased to see that the business portion of it much preponderates. There is a tendency, when a number of congenial spirits get together, to forget the real object of the convention, but a great mistake is made in not fully realizing the importance of such an occasion. Many advantages can be derived from meeting our brother hardwaremen in convention, getting their ideas and giving ours, and as there is wisdom in much counsel, no matter how clever the hardwareman is or how high up he is in his business, if he attends in the right spirit he will go away strengthened and fortified to do both himself and his customers more justice.

"We can attend a theatre party almost any time. It is only once a year that we have an opportunity of brushing the cobwebs from our business acumen, and the man who thinks he has no cobwebs is in a deplorable state.

"Personally, I could cite many instances in which I have derived particular benefit. One case in point: Prior to the convention of 1914, I was arranging to re-box part of my store, and had a price submitted to me for that purpose of \$240.00. This price did not include the placing of fixtures in position, which would have been an additional expense. I took this matter up at the convention, got certain ideas there which I carried out upon my return, with the result that I got the work done to my entire satisfaction for \$78.00. Had I not gone to Ottawa I would have accepted the first proposition, and would not have been as well satisfied. This one instance much more than repaid me for my trip, besides many other benefits derived.

"Hardwaremen, especially in smaller towns, are prone to become circumscribed and narrow, keeping too much to themselves. Rubbing shoulders with his fellow hardwaremen once a year broadens him out and shows him his weaknesses. No hardwareman can afford to miss our convention if he has any desire to get the best out of the conditions which surround him."

### Business and Educative Convention

Replying to a query as to why hardware dealers should attend their annual convention, Chas. W. Conn, Tillsonburg, Ont., writes to Secretary Wrigley:

"The fact that this convention will be purely a business or educative one and that the meetings will be open to retail hardwaremen only, so that they can discuss prices, how, and where to buy, trade grievances,

### A MESSAGE FROM THE RETAIL PRESIDENT.

OUR next Convention, soon to be held, will meet under conditions such as were deemed beyond the range of possibilities a short year ago by our peace-loving nation. Then as a people free from any foreboding of conflict, we were engaged in our customary rounds of business and pleasure, being at peace with the world, as business men feeling free to buy or sell our goods in any market in the world, without being open to any charge of lack of patriotism—and to-day, our country at war, at war in defence of honor, keeping faith with her obligation to protect the weak, scorning the violation of her promise, as would any honest man the breaking of his word. Soon we are to meet realizing the seriousness of the situation to the full—many of us with sons or brothers or fathers gone forward in defence of the Motherland. They realize their duty, and all honor to them for it, and we, who stay at home—we also have a duty to perform—to keep the wheels of business going—to buy and sell and manufacture, or sell the goods of our Canadian manufacturers, and all for what?—to enrich ourselves? No, but to provide the sinews of war for those at the front in the battle line, to look after the homes and families left behind, and to keep our country moving forward to its ultimate destiny, as the brightest gem in the Empire's crown.

Our Convention this year is to be a business Convention from the start to the finish. It is to be a members Convention, and many questions will be discussed of vital importance to every Hardwareman and Stove Dealer in the Province.

Be on hand and bring some item of interest to discuss. Have you worked out a good thing in sales promoting line? Pass it on. Something new in method of stock display? Tell about it. Have you added a new line to your business that is profitable? What is it? Remember it isn't what a man gets and keeps that makes life worth living, but what he gives. Let us give our best. This comes easy in a large gathering of kindred spirits. Be one of the crowd, and make this our banner Convention.

Yours for business,

W. F. MACPHERSON,  
President O. R. H. & S. D. A.

Prescott, Jan. 27.



etc. freely, is to my mind a very important reason why every retail hardwareman should attend this convention. Also reports that the Government are likely to make some tariff changes at their coming session, which, if so, would likely affect all hardwaremen, and the discussion that this will bring forth should help everyone better to decide how and when to buy the staple commodities which are likely to be affected by tariff revision."

### Conventions Teach System

Mayor Ed. Wanless, of J. C. Wanless, Chatham, Ont., writes of the features that make for a successful convention, as follows:

"I have thought for some time that the question box, while being a mighty good proposition, has been neglected to a large extent, possibly through lack of interest on the members' part, and it makes me feel rather serious towards this, when I remember what good question boxes we used to have. You will remember at the meeting at Hamilton, I believe it was, what a high word of praise we had from Mr. Abbott, who was then the president of the American Association, and what interest was manifested in the discussion. You will also remember that we did not break up until midnight, or thereabouts. Of course, the question box should be one of the details, and to my mind addresses, such as that delivered by Mr. Sheldon last year and others of that kind, were very helpful indeed. Then, if we can have demonstrations, it will help the dealer to put system, and through system success, into his business, which is always to be desired."

### THINGS DOING CONVENTION WEEK

During hardware convention week at Toronto the Toronto Motorcycle, Bicycle and Accessory Show will be held in the Bond Building, Temperance Street. This is the first exclusive show to be held in Canada, and is auxiliary to the third annual convention of the Canada Motorcycle Association, which will also be held that week.

The Canadian Associated Boards of Trade will hold a conference in the new Board of Trade Chambers, Royal Bank Building, Toronto, on Feb. 25 and 26, during Hardware Convention Week.

### SPECIAL RAILWAY RATES FOR CONVENTION

For the convention of the Ontario Retail Hardware and Stove Dealers' Association the Eastern Canadian Passenger Association has authorized reduced fares on certificate plan as follows:

Delegates should purchase one-way first class tickets to Toronto and obtain therewith at the time of purchase an Eastern Canadian Passenger Association standard railway convention certificate. This certificate, when properly vised by the special agent of the passenger association (for which a charge of twenty-five cents is made) will be honored by ticket agents at Toronto for tickets for the return journey to original starting point on the following basis:

If ninety-nine or less delegates are in attendance, vised certificates will be honored at two-thirds of the one-way first class fare from Toronto to original starting point.

If one hundred to two hundred and ninety-nine delegates are in attendance, vised certificates will be honored for tickets from Toronto to original starting point at one-third of the one-way first class fare from Toronto.

If three hundred or more delegates are in attendance, vised certificates will be honored for tickets from Toronto to original starting point free.

Delegates may obtain one-way tickets and standard certificates to Toronto from Saturday, February 20th, to Friday, February 26th, and properly vised certificates will be honored for tickets from Toronto to original starting point in accordance with the above, up to and including Tuesday, March 2nd, 1915.

### BOOST THE CONVENTION

The association secretary has sent out a circular letter to all members of the association asking their help in boosting the convention, and asking also what subjects the members would like threshed out in the "Question Box" discussion.

### GREETING FROM EXHIBITORS' PRESIDENT

TO the retailer I would say that I am very sorry that we are not holding an exhibition this year, but we are aware that this has been impossible. As business men we hear in commercial life and read in the trade and daily papers the significant expression "Made in Canada." What does it mean to us?

If the "Made-in-Canada" campaign is to be really successful—if it is to lead to quick and appreciable results, the sympathetic support of the retail trade must be secured.

Perhaps more than any one class in Canada, the retail hardware merchants have it in their power to make or mar the entire movement. They are the salesmen through whom our goods must finally reach the consumer. If they are good salesmen, if they know their business, they can persuade a customer three times out of four to take the article they most want to sell.

Can there be any question from even a personal standpoint that we require our money spent in the country to-day more than any other time in its history; that, according to the laws of finance, every dollar that is retained in this country will, in due course, possibly return a second time over our own counters, and by so doing we are not only working for our own interests directly but are assisting everyone else to do business, which means that we furnish each other with capital without having to borrow it with the obligation of repayment later.

This "Made-in-Canada" and "Keep-your-money-in-Canada" propaganda is no myth—it simply means that we, like Great Britain, are suddenly awakening to the fact that we have been catering to the success of others instead of looking after the expenses of our own business. The commercial prosperity of Germany is widely due to the easy facilities afforded by other countries to manufacture their goods and build up their German industries.

We expect about 95 per cent. of the members of our association to be in Toronto on February 24th and 25th, to attend the meeting of the Retail Hardware Convention, and as the Canadian manufacturers of hardware to-day are imbued with the spirit it should not be a difficult matter to bring the retailers to a proper realization of what "Made-in-Canada" means to his own business. A good part of some factory's payroll is safe in his till every Saturday night. The bigger the payroll the bigger his trade, and vice versa—the smaller the payroll the less business he gets. What's more, when his customers lose their jobs he has to give more credit, and his losses from bad debts increase.

And in conclusion I would say (and bear this well in mind), every man who sends an order out of the country for goods he could get made in Canada, puts the country further in debt and thereby retards improvement and recovery of his business conditions here.

Yours very truly,

ADAM TAYLOR,

Pres. C.H.M.E.A.

Guelph, January 26.



# Convention Time Table

CANADIAN PACIFIC TRAIN SERVICE		
Leave	Time	Arrive Toronto
Windsor	4.40 p.m.	11.20 p.m.
	9.40 a.m.	4.30 p.m.
	1.20 a.m.	8.30 a.m.
St. Thomas	7.20 a.m.	12.20 noon*
	4.30 p.m.	9.25 p.m.*
Goderich	7.05 a.m.	11.30 a.m.*
	12.45 p.m.	5.30 p.m.*
Guelph	6.30 a.m.	8.30 a.m.*
	9.38 a.m.	11.30 a.m.*
	7.10 p.m.	9.25 p.m.*
Wingham	6.40 a.m.	12.10 noon*
	8.10 p.m.	8.45 p.m.*
Teeswater	6.15 a.m.	12.10 noon*
	2.45 p.m.	8.45 p.m.*
Owen Sound	6.30 a.m.	11.10 a.m.*
	8.10 p.m.	11.10 a.m.*
Walkerton	6.20 a.m.	11.10 a.m.*
	3.10 p.m.	8.10 p.m.*
Hamilton	7.40 a.m.	8.43 a.m.*
	8.35 a.m.	9.38 a.m.*
	10.25 a.m.	11.28 a.m.*
	12.30 noon	1.33 p.m.*
	8.20 p.m.	4.28 p.m.*
	5.05 p.m.	6.08 p.m.*
	8.20 p.m.	9.23 p.m.*
Peterboro	7.50 a.m.	10.40 a.m.*
	4.23 p.m.	7.05 p.m.*
Belleville	3.53 a.m.	7.35 a.m.*
	2.10 p.m.	5.40 p.m.*
Port Hope	5.28 a.m.	7.35 a.m.*
	8.30 a.m.	10.23 a.m.*
	3.36 p.m.	5.40 p.m.*
Oshawa	9.27 a.m.	10.23 a.m.*
	4.30 p.m.	5.40 p.m.*
Lindsay	8.00 a.m.	10.30 a.m.*
	4.20 p.m.	7.05 p.m.*
Sudbury	7.22 a.m.	4.00 p.m.*
	10.50 p.m.	8.40 a.m.*

Note—Branch line trains shown above are local and make intermediate stops.

\*Daily except Sunday.

Your local or nearest Canadian Pacific Ticket Agent will furnish tickets and supply any further information required.

GRAND TRUNK RAILWAY TRAIN SERVICE		
Leave	Time	Arr. Toronto
Windsor	7.00 a.m.	4.48 p.m.*
	12.40 p.m.	8.17 p.m.*
	4.15 p.m.	10.08 p.m.*
Chatham	8.25 a.m.	4.48 p.m.*
	2.00 p.m.	8.17 p.m.*
	5.18 p.m.	10.08 p.m.*
London	5.45 a.m.	8.35 a.m.*
	6.05 a.m.	10.05 a.m.*
	6.11 a.m.	10.05 a.m.*
	7.20 a.m.	11.38 a.m.*
	9.00 a.m.	12.18 p.m.*
	12.45 p.m.	4.48 p.m.*
	12.30 p.m.	4.55 p.m.*
	2.05 p.m.	7.00 p.m.*
	2.45 p.m.	8.20 p.m.*
	4.25 p.m.	8.17 p.m.*
	6.53 p.m.	10.08 p.m.*
St. Thomas	6.20 a.m.	11.38 a.m.*
	3.05 p.m.	8.17 p.m.*
Simcoe	7.15 a.m.	10.05 a.m.*
	8.00 a.m.	11.38 a.m.*
	4.55 p.m.	8.17 p.m.*
Woodstock	6.56 a.m.	10.05 a.m.*
	8.30 a.m.	11.38 a.m.*
	9.45 a.m.	12.18 p.m.*
	12.53 p.m.	4.48 p.m.*
	8.04 p.m.	7.00 p.m.*
	5.13 p.m.	8.17 p.m.*
	7.38 p.m.	10.05 p.m.*
Brantford	7.05 a.m.	8.35 a.m.*
	6.50 a.m.	8.53 a.m.*
	7.38 a.m.	10.05 a.m.*
	9.30 a.m.	11.38 a.m.*
	10.29 a.m.	12.18 p.m.*
	1.42 p.m.	4.48 p.m.*
	4.85 p.m.	7.00 p.m.*
	6.00 p.m.	8.17 p.m.*
	8.19 p.m.	10.08 p.m.*
Hamilton	6.50 a.m.	8.20 a.m.*
	7.50 a.m.	8.53 a.m.*
	8.55 a.m.	10.05 a.m.*
	10.39 a.m.	11.38 a.m.*
	11.15 a.m.	12.18 p.m.*
	11.30 a.m.	1.00 p.m.*
	8.40 p.m.	4.48 p.m.*
	5.35 p.m.	7.00 p.m.*
	7.05 p.m.	8.17 p.m.*
	8.55 p.m.	9.58 p.m.*
	9.05 p.m.	10.08 p.m.*
Sarnia	4.18 a.m.	10.05 a.m.*
	6.00 a.m.	12.45 p.m.*
	7.00 a.m.	12.18 p.m.*

Note—\*Daily except Sunday

Leave	Time	Arr. Toronto
Napanee	8.04 p.m.	8.50 p.m.
	1.26 a.m.	6.00 a.m.
	10.27 a.m.	3.25 p.m.
	1.17 p.m.	4.30 p.m.
	4.10 p.m.	8.50 p.m.
Belleville	1.50 p.m.	4.30 p.m.
	4.55 p.m.	8.50 p.m.
	2.15 a.m.	6.00 a.m.
	4.35 a.m.	7.30 a.m.
	7.50 a.m.	11.05 a.m.*
Trenton	11.15 a.m.	3.25 p.m.*
	2.34 a.m.	6.00 a.m.
	8.11 a.m.	11.05 a.m.*
	11.36 a.m.	3.25 p.m.*
Cabourg	5.15 p.m.	8.50 p.m.
	3.29 a.m.	6.00 a.m.
	5.34 a.m.	7.30 a.m.
	6.10 a.m.	8.45 a.m.*
	9.02 a.m.	11.05 a.m.*
Port Hope	12.42 p.m.	3.25 p.m.*
	2.53 p.m.	4.30 p.m.
	6.32 p.m.	8.50 p.m.
	6.25 a.m.	8.45 a.m.*
	3.44 a.m.	6.00 a.m.
	5.45 a.m.	7.30 a.m.
	9.15 a.m.	11.05 a.m.*
Oshawa Jct.	12.57 p.m.	3.25 p.m.*
	4.44 a.m.	6.00 a.m.
	7.23 a.m.	8.45 a.m.*
	10.00 a.m.	11.05 a.m.*
	1.58 p.m.	3.25 p.m.*
	7.30 p.m.	8.50 p.m.
Whitby Jct.	4.52 a.m.	6.00 a.m.
	7.35 a.m.	8.45 a.m.*
	10.08 a.m.	11.05 a.m.*
	2.07 p.m.	3.25 p.m.*
	7.40 p.m.	8.50 p.m.
Peterboro	8.10 a.m.	11.05 a.m.*
	Via Port Hope	
	8.20 a.m.	12.10 p.m.*
	11.40 a.m.	3.45 p.m.*
	5.35 p.m.	9.20 p.m.*
	9.20 a.m.	12.10 p.m.*
	12.05 p.m.	5.45 p.m.*
Lindsay	6.28 p.m.	9.20 p.m.*
	6.00 a.m.	12.10 p.m.*
Haliburton	7.10 a.m.	12.10 p.m.*
Sutton	7.00 a.m.	10.30 a.m.*
Kilmount	7.10 a.m.	12.10 p.m.*
	3.85 p.m.	9.20 p.m.*
Stouffville	11.00 a.m.	12.10 p.m.*
	9.18 a.m.	10.30 a.m.*

\*Daily except Sunday.

## CANADIAN NORTHERN RAILWAY

Leave	Time	Arr. Toronto
Ottawa	11.00 p.m.	7.30 a.m.*
	12.15 p.m.	9.15 p.m.*
Richmond	11.40 p.m.	7.30 a.m.*
	12.57 p.m.	9.15 p.m.*
Smiths Falls	12.20 a.m.	7.30 a.m.*
	1.40 p.m.	9.15 p.m.*
Portland	2.09 p.m.	9.15 p.m.*
Brockville	8.35 a.m.	9.15 p.m.*
Athens	10.00 a.m.	9.15 p.m.*
Westport	1.40 p.m.	9.15 p.m.*
Kingston	2.45 p.m.	9.15 p.m.*
Napanee	2.50 a.m.	7.30 a.m.*
	4.25 p.m.	9.15 p.m.*
Deseronto	3.10 a.m.	7.30 a.m.*
	4.40 p.m.	9.15 p.m.*
Belleville	3.40 a.m.	7.30 a.m.*
	5.10 p.m.	9.15 p.m.*
Trenton	4.05 a.m.	7.30 a.m.*
	5.45 p.m.	9.15 p.m.*
	7.05 a.m.	11.00 a.m.*
Picton	4.00 p.m.	9.15 p.m.*
	5.50 a.m.	11.00 a.m.*
Bancroft	10.00 a.m.	9.15 p.m.*
Colborne	6.21 p.m.	9.15 p.m.*
Cobourg	7.37 a.m.	11.00 a.m.*
	4.50 a.m.	7.30 a.m.*
	6.45 p.m.	9.15 p.m.*
	8.05 a.m.	11.00 a.m.*
Port Hope	5.00 a.m.	7.30 a.m.*
	6.55 p.m.	9.15 p.m.*
	8.15 a.m.	11.00 a.m.*
Bowmanville	7.37 p.m.	9.15 p.m.*
	9.02 a.m.	11.00 a.m.*
Oshawa	7.52 p.m.	9.15 p.m.*
	9.21 a.m.	11.00 a.m.*
Parry Snd.	10.30 a.m.	5.30 p.m.*
Orillia	7.40 a.m.	11.15 a.m.*
Beaverton	2.25 p.m.	5.30 p.m.*
	8.40 a.m.	11.15 a.m.*
Mt. Albert	3.19 p.m.	5.30 p.m.*
	9.26 a.m.	11.15 a.m.*
Gormley	3.54 p.m.	5.30 p.m.*
	9.55 a.m.	11.15 a.m.*

## HARDWARE DEALERS IN MUNICIPAL LIFE

Hardware dealers throughout the country are again taking part in the public life of their communities to which their abilities entitle them. In addition to those mentioned in the last issue of Canadian Hardware Journal the following dealers have been elected to serve for 1915:

J. Hugill, councillor, Weston; F. E. Shaldrick, councillor, Hagersville; Geo. W. Ecclestone, councillor, Bracebridge; A. T. Fife, councillor, Kenora; H. McLean, councillor, Midland; G. A. Binns, councillor, Newmarket. W. H. Manning was elected reeve of Coldwater and H. G. Fitzgerald was elected reeve of Lakefield. Fred W. Olton was elected chairman of the Barrie Board of Education. Capt. R. M. Clements was returned as councillor of Milton for the third time, as also was W. H. Bartlett, manager of St. Mary's Hardware, Ltd., in his town.

In the cities and larger towns of Ontario the following are some of the hardwaremen elected to public office:

J. H. Crow, mayor, Welland; W. H. C. Harrison, mayor, Niagara-on-the-Lake; H. T. Bush, mayor, Port Hope; A. W. Fisher, school trustee, Stratford; F. G. Mitchell, water commissioner, London; J. H. Christie, alderman, Owen Sound; Wm. Jeffrey, school trustee, Stratford; G. H. Rochester, alderman, Haileybury; W. Magladery, councillor, New Liskeard.

## CATTLE CLEANED BY VACUUM PROCESS

The Onward Manufacturing Company, Berlin, Ont., recently sold a Eureka vacuum cleaner with a special nozzle attachment for cleaning cattle to Bissett Brothers, Goderich. This suggests the thought that other hardware dealers could make good sales to dairy-men and farmers who take a pride in the care of their horses and cattle.





TWO WINDOW DISPLAYS OF CHRISTMAS GIFTS DRESSED BY HARRY ARMSTRONG FOR H. H. OTTON &amp; SON, BARRIE

## Dressing the Display Window to Sell the Goods

By HARRY ARMSTRONG, of H. H. Otton & Son, Barrie

**T**WO Christmas windows which attracted a great deal of attention in Barrie, Ont., during the recent holiday season were those shown by H. H. Otton & Son, hardware dealers of that town. One of them was a window display of skates, hockey sticks, pucks, nickel-plated teapots, coffee pots, kettles, percolators and trays, English enameled teapots, electric irons and toasters, carpet sweepers and wooden fancy tea trays and bread boards, also O-Cedar and Wizard Mops.

The ceiling and walls of this window were sky blue, on the ceiling were painted in white a moon and stars. Library and wall lamps were suspended from the ceiling. Rifles and snowshoes on back and side. The floor was covered with blue, over which was spread thin sheet cotton batting, producing in this way a delicate blue shade which showed the goods to advantage. All the articles were ticketed with white price tickets, printed with dark blue paint and the cards were lined with black ink on the border.

The large showcard at the back was white with a light blue border and dark blue lettering as follows:

**"HEALTH PRODUCING GIFTS FOR BOYS AND GIRLS."**

Another card in the centre (which is not shown in this picture) was printed in red on a blended ground of red, green and yellow:

**"GIFTS WHICH WILL GIVE SATISFACTION EVERY DAY OF THE YEAR."**

We sold more rifles this Xmas than any of the preceding ones in my time, and I may say this was the first occasion on which those goods were displayed in a Xmas window in this store, so far as I can learn. A large number of skates were sold, and in every line represented in the window large sales resulted, which must be attributed to being so displayed.

I believe to a great extent this window created such a favorable impression upon the general public (judging by the interest evinced) that I decided to put in a display, with a background of some other color, in the other window.

Photo 2 represents my red window. The ceiling and walls were of a vermillion colored paper (dull finish) and on the ceiling were pennants and a couple of strings of bells for ornamentation. (Pennants were ticketed.)

On the back and sides were three diamond-shaped boards, colored a light green, bordered with holly paper. On two of those were displayed dessert and table knives, and on the other table knives and forks. There were four different kinds of knives on each board. I also put razor strops, shaving brushes, pairs of carvers, scissors, shears, French cook knives and butcher knives on the side walls.

On the floor (which was covered with red cloth over which I had thin sheets of cotton batting) were displayed silver and brass ware. Safety and other razors, ivory-handled manicure goods, cut glass, carving sets, pocket knives (on a green felt-covered board), fancy stand lamps (oil) and electric portable lamps.

The red cloth covered with cotton batting produced a very delicate red which showed up well underneath the goods, and the front part of the display (next the glass) for about eighteen inches being sloped, brought all the goods on the floor into greater prominence than could possibly be attained with a flat bottom. The price tickets were a dull green with red lettering and looked very pretty in contrast with the red of the window.

The showcard "Useful Xmas Gifts," was lettered in red on a blended ground of red, green and yellow, making a very Xmas-like card.

The other card: "Warning—There are only 6 more shopping days left before Xmas—Get busy," had been in use for about two weeks previously in another window. The numerical part of the card was interchangeable. It was a white card printed in red and green.

This display attracted more attention than the blue window and is, in my estimation, one of the best windows I have dressed. The red gave the whole display a very bright appearance, and when the lights were on at night the effect was very elaborate.

The main feature about both windows was they sold the goods.



## Displaying Goods in an Appealing Manner

By a Staff Representative

### *Methods Used in a Moose Jaw Store*

THE constant aim of progressive hardwaremen in all parts of the country is to so display goods that customers will be attracted and interested, and induced to purchase. New plans and methods are constantly being devised with this end in view. One firm that has done a good deal in the way of inaugurating new plans calculated to appeal to customers in a way to make them buy is the Ross Hardware Company, of Moose Jaw, Sask.

### **Regular Counters Done Away With**

One feature of the arrangement of this store is that the regular counters have been practically done away with. That is, there is not the regular range of counters down each side, with the shelving behind. Instead, the space in front of the shelving and wall cases is entirely clear, thus making it possible for customers to get right up to the wall displays. The advantages of this are quite obvious, as people like to get close to articles, so that they may examine them.

There are only two regular counters in the store and they are for wrapping purposes. There are a number of silent salesmen, of course, but they are not arranged in counter form, but in a position where they will show goods up to the best advantage.

### **Novel Wall Case Arrangement**

Quite a novel arrangement has been worked out with the wall cases. Some of these are fitted with doors

with glass front, and behind the glass a background on which samples of the goods carried in the case can be shown. These measure about 4 by 3 feet, and each one is devoted to a separate line. For instance, one will show the different varieties of rules, another the different varieties of bits, and so on. Surplus stock is carried in the space behind this display front. This arrangement is on one side, while on the other goods are worked out in various forms on the back of the regular wall cases, while there are regulation wall cases for saws, hammers, etc.

### **Keep Changing Things Around**

At the front of the store is a considerable space for the display of seasonable lines. A practice is made of changing the lines shown in this area once a week. Even if no other change than from one side to another can be made, they believe it advisable, so as to present goods in a fresh manner to customers on each visit. People get tired of looking at the same goods just in the same old place and manner.

The store uses 10 and 15-cent counters to help the sale of smaller articles. They keep changing the location of these counters. They will have them at the front for a while and then change them to the rear. They realize that goods have to be placed before customers in different ways in order to create interest and induce sales.

Geo. Mathewson, hardware dealer, Queen Street East, Toronto, recently had a window display of skates, with an old pair very prominent in the centre. This was the inscription on them: "These are the Kaiser's skates, but he won't need them where he's going."



Window display of Sidway collapsible carriage made by an American retail store which won first prize in a contest recently conducted by the Sidway Mercantile Co., Elkhart, Ind. The display is simple, yet striking and convincing.







## Collins' Course in Show Card Writing

*Fifteenth of a series of  
articles specially prepared  
for this journal.*

*Seasonable Cards*

By "Seasonable Cards" we do not mean the design only. We mean that in addition to the design, such as Santa Claus for December, and Cupids for February, the colors should be carefully considered for the particular month at hand. Each month has a sort of complementary color that should not be overlooked. But for dress goods and such other materials where color is a vital part of the goods on display, then the window trimming and decorations should be considered in the making of the cards. Millinery, mantles, clothing, etc., come in this category. The main feature of such displays and one to be constantly kept in mind is harmony. Do not introduce colors that are in-harmonious with the goods on display. Do not introduce strong contrasts. Pale and subdued colors that will blend and harmonize with the dominating shades of the window are the ones to be considered. It will be necessary to watch the prevailing colors in vogue at the various seasons in order that you may use harmonious tints and shades.

Of course, when it comes to February, and you are making a St. Valentine's trim, you will be closely tied to reds. But even then it will be well not to introduce these unless they will not detract from the prevailing colors that are displayed.

We have mentioned before in these articles that nearly every month has some special day or holiday that can be used to advertising advantage, and each month will have its particular or prevailing color that should be considered in show card work. The following list should be of help to the maker of show cards.

### January

Emblematic of this month will be snow scenes, skating, sleighing, snowshoes, etc. The colors are blue and the various tints of blues. There is no holiday that can be used to advantage for advertising purposes.

### February

February does not vary much from January so far as weather conditions are concerned, and the same colors may be used. But the month has an advertising ad-

vantage in St. Valentine's Day that can be used with much effect. Hearts, cupids, arrows, quivers, bows, etc., can be used in the decorations and card designs. The dominating colors of these will be red.

### March

Easter occasionally falls in this month, robbing April of the honor. The weather conditions are far from bright and cheerful. Dark colors can be used, and if scenery is worked in, rough windy water effects will be in keeping with the month. St. Patrick's Day must not be overlooked. Harps, shamrocks, pipes, pigs, hats, etc., may be used with attractiveness. The dominating color will, of course, be green.

### April

This month is looked upon as the opening of spring time. Easter is the one bright spring-spot that sets it out strongly. The colors are purple and white for the Easter season. For decorating there is an abundance of symbols. Lilies, rabbits, eggs, chicks, etc., arranged in various combinations. We do not advocate the use of the cross, for its associations are too sacred to be worked into commercialism.

### May

Now we have spring in all its beauty. The 24th of May is the big advertising day. Red, white and blue may be used in abundance. Flags and bunting will be appropriate. Everything runs to brightness.

### June

The month of weddings. Floral designs may enter now. June roses, orange blossoms, etc., may be used in decorative effects, and can be used on cards. Summer scenes and summer sports have arrived, so that the various emblems of outdoor games may be used both in decorations and on cards. These will include bats, balls, rackets, oars, etc. For the weddings, old shoes, rice bags, hearts and cupids may be used.

### July

The first of July will have to be arranged for during

ABCDEF GHIJ KLMN  
OPQR STTU VWX YZ  
abcdefghijklmnopqrs,  
tuvw 123456789 xyz.



the latter part of June. Red, white and blue may be used here also. But July brings outings and holidays, and summer camps and scenes of this character are quite in line for card and decorative work.

### August

The month of hotness. Usually civic holiday comes in August. Make your displays and special advertising for this. Use yellows and kindred colors, and holiday symbols may be used with telling effect.

### September

Now for school opening. Use bright colors and work children into your designs and advertising. Make a great showing for Labor Day. Use the union label. Designs of workmen, etc., can be used on cards.

### October

Hallowe'en furnishes much material for decoration and advertising. The colors are yellow and black. The symbols are witches, cats, pumpkins, owls, brooms, moons, etc. Then fruits may be used, grapes, apples, etc. These may be used on the cards as well as worked into the decorations. Thanksgiving also comes into effect in October. The emblems are turkeys and pumpkins. Old gold colors may be used.

### November

The Harvest Home may be a feature in your window decorations in this month. Corn in the sheaf, wheat in the sheaf, late fall fruits, etc., may enter into this unique arrangement. The colors will be largely yellows in their various tints, and browns.

### December

Now for the glorious season of all the year. Christmas, with old Santa, and holly and reindeer and snow and ice and stockings and other Christmas emblems. This is the one month that you may elaborate without license. Red and green are the dominant colors.

The sample card this month is a St. Valentine's design. This is an air brush creation. It requires two patterns, one of the heart and one of cupid. Lay the two on at once and air brush around them, then take the cupid off and air brush around the heart where it covers the cupid. Finish the face and hair by hand. If this is done on a red card the lettering may be in dark brown or white.

The alphabets shown this month are very practical. They are fancy Roman, upper and lower case with figures. Note two finishes in the figures. The 2, 3 and 9 are finished differently from the 5 and 6. This is done to show you the liberty you have with letters of this character.

### MANUFACTURER DIES SUDDENLY.

W. H. Rowley, president of the E. B. Eddy Company, of Hull, and ex-president of the Canadian Manufacturers' Association, died suddenly in Toronto last month. Rupture of an artery was the cause of death. He was born at Yarmouth, N.S., 64 years ago.

### REFERENCE BOOK FOR BUSINESS MEN.

Every business man in Canada should have at his elbow a handy reference book dealing with statistical and other information regarding his country. Probably the best reference book of this kind which he can obtain is Heaton's Annual. It contains over 500 pages of most valuable information. This information embraces, among a multitude of other subjects, the Customs tariff, parcel post rates, postage rates, railway rates, cable

rates, commercial regulations, banking statistics, water power statistics, railway connections, game laws, statistics regarding agriculture, trade, commerce, education, finance, fisheries, forests, immigration, etc. The 1915 edition is just out, and can be obtained from the Heaton Agency, Toronto, for \$1, with 12c additional for postage.

### CURTAILING RETAILERS' CREDIT IN ALBERTA.

A diminution of credit to retailers throughout Alberta was foreshadowed at a big banquet given in Calgary recently to Calgary wholesalers by the Canadian Credit Men's Trust Association, and the United Commercial Travelers, when over 350 guests were present, includ-



A seasonable show card for February

ing all of Calgary's leading wholesalers. F. M. Black, treasurer of the P. Burns Company, was the speaker of the evening, and he frankly declared that the people of the West had come to regard the use of credit as a right, not as a privilege. S. S. Savage, of the wholesale house of Plunkett & Savage, asserted that credit had been too cheap in Western Canada during the last twenty years, and advocated the formation of an Alberta organization that would put the province on what he termed a sound and proper basis so far as credit was concerned.

Other speakers, many of whom adopted a similar attitude, included R. J. Hutchings, of the Great West Saddlery Co.; W. H. Berkinshaw, president of the board of trade; W. A. Georgeson, founder of Calgary's first wholesale house; T. O. Baldwin, vice-president of the Alberta board of the Credit Men's Association; J. D. MacDonald, president of the Alberta board of the Northwest Travelers' Association, and many other leading men in Calgary commercial circles. W. G. Fowler, president of the Credit Men's Association, presided at the banquet.





FROM PAINT CAN TO PAINTED HOUSE—WINDOW DISPLAY OF VARIOUS SIZES OF CANS WITH PAINTED BACKGROUND MAKING BOTH A PICTURESQUE AND USEFUL ARRANGEMENT

## Well-Posted Paint Sales Staff Essential

It is essential that the clerks should be as well posted in all branches of the paint department as the merchant himself. A customer who sees a salesman running round the store to find someone who will tell him if such and such a color is kept in stock, or can be obtained from the makers; to solve a doubt as to the price of a tin; to answer some other little question asked by the purchaser regarding the best brush or the right way of applying paint, is apt to lose confidence in the store as the best place to buy paints. The thought flashes through his mind that a very great paint business cannot be done in this place, or else the clerk would be in possession of this essential information. He becomes somewhat regretful over the buying of the paint, and he is in just that state of mind that if anything goes wrong with the painting he at once lays the blame on the quality of the paint rather than upon his poor brush work. There are so many ways in which good quality paint can be spoiled that a merchant cannot afford to leave the slightest loophole for misgivings on the part of the purchaser.

If the dealer were always certain that any complaint would be brought back to him directly so that he could investigate the trouble and see where the fault lies, there would be less need of establishing the utmost confidence at first. But complaints are seldom made to him. The customer does not want to go to the trouble of calling upon the merchant. He finds it easier to condemn the paint to all his friends, and describe the merchant as a robber. It is, therefore, wise for the merchant to make himself as secure as he can by establishing as much confidence as it is possible to do while the sale is being made, so that not only is the chance of a poor brush work rendered more remote, but the customer feels, on surveying a poor job that, after all, it may not be the fault of the paint.

The value of a salesman taking a keen interest in the purchase of a customer and endeavoring to post the buyer up in all the pointers that make painting successful cannot be overestimated. If the clerk likes to take the trouble he can find out very easily if the purchaser knows anything about painting, without causing umbrage to be taken. If the purchaser is a novice, then for the sake of the paint the clerk should proceed to give him a few pointers. Apart from the safeguard-

ing of the paint, this interest is appreciated by the customer. He feels that the salesman is going out of his way to give satisfaction, and that it would be only fair to give regular custom where so much trouble is taken. Cases have been known where a salesman has sold a customer a brush knowing that it was not suited for the job, and yet because the customer asked for it handed it out just like a slot machine. The customer probably went home, found out that he had bought the wrong brush, and blamed the store. When a salesman sees the wrong brush is being bought he should point out that a mistake was being made. He should do it, however, in such a way that the customer is pleased at being told so.

Paint-selling to be successful requires a familiarity with the product, its composition, and method of manufacture, and also a knowledge of the best color to suit any particular circumstances that might attend the painting. The knowledge of the best kind of brush to use, and sound advice as to applying paint to its best advantage, are selling points that the merchant should see are possessed by all the clerks. The confidence produced by dealing with a store that shows a strong familiarity all the way round with paints and the correct way of using them, is of the utmost value to a merchant.

### ANNUAL CONVENTION OF MARTIN-SENOUR

The annual sales convention of the Martin-Senour Co., Ltd., salesmen, was held in Montreal, December 28th to 31st, inclusive, and was voted by all those in attendance to have been the best and most profitable convention yet held.

The original dates chosen for this purpose were December 16th and following days, but postponement was occasioned through the illness of W. H. Gerke, general manager, who recently underwent an operation for appendicitis. His presence at the convention sessions in almost totally restored health was a matter of satisfaction and pleasure to all the salesmen.

The business sessions were held at the Place Viger Hotel, and a strenuous programme was carried out. The convention was called to order by the general manager, who welcomed the sales staff which showed no break in



the ranks, but a little expansion in numbers. It was a source of pleasure to the salesmen to also have in attendance Z. E. Martin, the president of the company, whose thorough experience from bottom to top of all stages of the paint business, and whose expression of thanks to salesmen for good work already done, and optimistic outlook for the future could not help but prove a real incentive for still greater things. Mr. Martin's attendance at this convention was like a homecoming, as he is Canadian born, his birthplace being Knowlton, Que.

Salesmen were in attendance representing all territories east of Port Arthur, and Monday was devoted to territory reports. Despite the unsettled conditions of the past few months, these reports showed a substantial gain all down the line. They showed no trace of pessimism, and every salesman felt that the coming year would show no falling behind in the onward march of this company.

Monday evening a theatre party was held at the Orpheum, and Tuesday morning was devoted to discussion of prices and demonstration of products.

Commencing Tuesday afternoon, the advertising and sales promotion campaign for 1915 was gone over. This showed many pleasant surprises to the salesmen, who were more than gratified to find that along this line of work, also, not the least sign of retrenchment was shown, and that greater things than ever were being planned in the way of a strenuous publicity campaign, which would be national in its far-reaching power. Many new and bright features of display were shown for the first time, all of which were ready for distribution to the dealer agents with their spring orders.

The 10th annual family dinner of the salesmen was held at the Canada Club on Tuesday evening, J. A. Naud, the genial sales manager of the company, acting as toastmaster. Here, as elsewhere, the speeches all breathed of optimism and bright outlook.

Wednesday was devoted to general business and further demonstration of goods, visits to the new home of the Martin-Senour Co. in course of erection at Mile End, and the varnish plant, and promises were given that the next convention would partake somewhat of a housewarming in the new premises, which would be completed during the coming spring.

### PRATT AND LAMBERT'S CONVENTION

The stream of salesmen that poured into the Buffalo factory of Pratt & Lambert, Inc., on Jan. 5th, on the occasion of their national salesmen's convention, bore every evidence of having conquered in the business conquest during the past year. Largely as the result of the efforts put forth by these men, Pratt & Lambert, Inc., have just completed their most successful year, despite "war talk," and any number of other causes that have put the "crimp" in other business concerns.

Preliminary to the opening of the convention, the salesmen inspected the factory. Since the last convention many additions and improvements have been made in the plant. New tanks for storing and ageing varnish have been put in which increase the storage capacity 100,000 gallons, and a new chimney has been built.

Luncheon was served at the cafe at the plant at 1 o'clock, and the convention opened at 2.30 with an address of welcome by President W. H. Andrews. His talk made every man feel at home. He spoke of the success which the business had during the past year, and thanked the sales force for having contributed so large-

ly in making this success possible. He stated that it was his opinion that poor and indifferent business had reached rock bottom and that from now on business is bound to rise up again to a high point, by a natural law. He then turned the convention over to J. H. McNulty, general manager and convention chairman, who in a brief address outlined the work that the convention would try to accomplish.

In closing, the chairman introduced F. W. Robinson, general superintendent, who gave an address on "Facilities and Methods of the Pratt & Lambert Factories." Mr. Robinson spoke of the great care that is observed from the selection of raw material to the completion of the finished product to insure absolute quality and uniformity. He was followed by J. F. Thomas, superintendent of laboratories, who spoke on "Laboratory Work." The laboratory is really the creative centre of the varnish factory and the description of the constant testing and experimenting that is done in the laboratory to make better products which seem to have reached the last notch of possible perfection, was very interesting to the salesmen. An illustrated talk on raw materials used in varnish making by R. W. Lindsay, chief chemist, gave the men a little more intimate insight into the goods they are selling, especially the newer men.

After Mr. Lindsay's talk, all the factory and office employees of the Buffalo plant were ushered into the convention room, where Mr. Andrews awarded cash prizes for the best suggestions made by employees dur-



Pratt & Lambert staff in convention—splendid arrangement of convention hall with display boards, lantern, etc., all ready for demonstration.

ing the current period. He also presented each one who has been in the employ of the company a year or more with a \$5 gold piece. Every employee, regardless of the length of his or her service, was also given an insurance policy providing for a payment in case of death, to the beneficiary, of a sum equivalent to his or her annual salary.

Special cars took the salesmen to the University Club where dinner was served at 6 o'clock. This was followed by an illustrated lecture on "The Pratt & Lambert Salesmen in Europe," by Mr. Andrews. The programme for the night's entertainment, which was entitled "Joy Night, Pratt & Lambert Convention," described the adventures of the Pratt & Lambert commercial tourists and their escape from war-stricken Europe on the "Mauretania," and included "some facts as well as the real truth about Daddy Scheib in Hamburg, one Hunn in Edinburgh, and the iniquities of the bunco steerers, Rufus Wallingford and Blackie Daw, as well as some mention of a few bones pulled by divers others."

A bowling contest between the teams from the Eastern, Western, Central and Canadian divisions was the next event on the evening's programme, and after a



buffet luncheon, taxicabs took the men to the Hotel Statler, convention headquarters.

### Second Day's Proceedings.

Wednesday morning, Mr. McNulty went over selling points of leading products made by this concern. He was followed by J. H. Waterbury, resident manager of the Buffalo office, who gave a sales demonstration on Vitralite, showing the salesmen how to demonstrate this enamel to the dealer to show its better color, greater opacity, further covering property and easier working qualities.

After luncheon at the plant, the afternoon session opened with a talk on the "Systematizing of a Salesman's Work," by J. N. Welter, manager of the Chicago office. H. Scheib was then called upon to describe the very practical system which he has used with great success to properly plan out his work in advance.

The selling points of other products, including Pratt & Lambert Effecto Auto Finishes and Vitralite Cement Undercoating, two products which Pratt & Lambert have perfected during the past year, were then taken up by Mr. McNulty, the convention chairman.

A country dinner was served at the Saturn Club at 6.15. Music was furnished by a real old-fashioned country band, composed of members of the P. & L. organization, garbed in gorgeous attire. The band marched through the club rooms and, headed by Mr. Andrews, paraded to the dining room followed by the salesmen. During the dinner J. G. Schroeder, of the Chicago office, rendered several songs in his characteristic style.

Dinner was followed by a theatre party. Tickets were also furnished all office and factory employes, so that the theatre was pretty well filled with Pratt & Lambert employes and friends. The comedians pulled off some good P. & L. jokes for the special benefit of the party.

Thursday morning J. B. Bouck, Jr., resident manager of the New York office, spoke on "The Salesman's Relation to the Credit System." He emphasized that the credit department and the salesmen should work hand in hand for best results. C. A. Steward, architectural manager, Chicago, concluded the morning programme with a talk on "Architectural Work." He showed the cabinets containing panels finished with Pratt & Lambert products which are furnished architects. These cabinets brought forth the greatest admiration of the newer men who had never seen them before.

In the afternoon W. P. Werheim, advertising manager, delivered an address on "Pratt & Lambert Advertising." He talked from a big chart on the wall which outlined the entire Pratt & Lambert advertising plan. This chart was connected up by ribbons with exhibits on either side showing the actual things charted. Mr. Werheim also displayed charts to show that Pratt & Lambert, through their advertising, were reaching practically every family with sufficient income to buy high grade varnish products, and another chart showed the upward trend and increase in sales on "61" Floor Varnish and Vitralite, despite the backward business conditions. Mr. Werheim showed proofs of the advertisements which will appear in the magazines this spring. These advertisements brought forth the unstinted admiration of the salesmen. A new plan is to be worked out in Pratt & Lambert magazine advertising this spring—many of the advertisements will appear in color. The announcement of this was received with great enthusiasm. Mr. Werheim said that Pratt & Lambert advertising would be bigger this spring than ever before. He remarked that Pratt & Lambert ad-

vertising is not to sell goods to the dealer, but to sell goods for the dealer, to get the goods which Pratt & Lambert sell him off his shelves and the profits into his pocket. This, he said, was forcibly brought out last year when people were talking bad times and many manufacturers in the varnish business and other lines of business cut down their advertising. Pratt & Lambert did not cut down on their advertising, and the result was that their sales showed a decided increase; the Pratt & Lambert line proving to be a profit equalizer to dealers who handled it to make up for diminished profits on goods whose manufacturers cut down on their advertising and withdrew their co-operation.

"Varnish Talks," the practical Pratt & Lambert painters' magazine, came in for much favorable comment, and seemed to hold its own as the second best advertising business builder next to magazine advertising in the Pratt & Lambert proposition.

### Winding Up the Convention.

Thursday evening the convention was practically wound up by a big banquet held at the Hotel Statler. An orchestra furnished music during the evening. Mr. Andrews acted as toast master, and with his many humorous remarks as well as good, hard common sense, furnished the right combination of things grave and gay for an occasion of this kind. In his opening remarks Mr. Andrews again stated that the business of Pratt & Lambert, Inc., was a remarkably successful one during 1914, and thanked the salesmen for making this possible. He stated he was proud of the men who represented the Pratt & Lambert organization, and that Pratt & Lambert always tried to get high grade men and that when he looked around the room at those assembled he thought that they had been successful in doing this. He also stated that it was the ambition of the company to develop the men with it, and he thought that in this it had met with a great measure of success. Mr. Andrews covered many of the basic principles of salesmanship in his talk, which was an inspiration to every man who heard it.

Mr. Andrews then got down to some real definite business. One of the first things he did was to present silver cigarette cases to the members of the victorious New York bowling team, consisting of Messrs. McGeveran, Ketchum, Noe, Kleinpell and Buckingham. J. B. Bouck, manager of the New York office, who did so much to spur the New York bowling team to success by lung power, was given a handsome cigar case. Mr. Andrews also awarded the prize for individual high score to J. G. Schroeder, of the Chicago office. Then he presented cheques for \$100 to every salesman who "made his quota." A large number of salesmen made their sales quota for 1914.

Insurance policies were presented to every member of the sales force. When it is considered that these men are all making good salaries and that the insurance policies provide for payment to the beneficiary in the case of death equivalent to a year's salary of the deceased, but not to exceed \$3,000, it can be readily seen that these policies represent something of real value.

Mr. Andrews then referred to the sales competition which was conducted last spring for prizes of a trip to Europe. He said "You'll remember we mentioned last year that if this contest was successful that we might run a similar contest for a trip to the San Francisco Exposition this year. This we have decided to do. A similar contest will start immediately, ending in time for winners to start for the Exposition about July 1st. In the case of a married man, he will be given the privi-



lege of taking his wife at the expense of the firm. The stay in San Francisco will be for two weeks, and will include stop-over privileges, which will enable the men to see the exposition at San Diego as well as San Francisco, and to visit other points of interest. Enthusiastic applause greeted this announcement.

Mr. McNulty, general manager of the company, gave his thanks to the salesmen for the success they have made possible and expressed confidence in the personnel of the sales organization. Many others spoke at the banquet, and every man who spoke brought out the fine spirit of loyalty which seems to be inherent to all employees of this company.

Friday morning, some of the odds and ends of the convention which did not belong to the convention proper, were cleaned up. The salesmen left the hotel in automobiles for manufacturing plants finished with Pratt & Lambert cement undercoating and Vitralite. In the afternoon business sessions were held by various divisions. One division was for new men, J. H. Waterbury, Buffalo resident manager, acting as chairman; another session was held for manufacturing men, J. H. Shanley acting as chairman. Business sessions were also held by the architectural department and by the railway department, J. Parker Gowing acting as chairman.

The attractive menus, place cards, programmes, etc., used during the convention were printed in the Pratt & Lambert private printing plant. Friday night the salesmen were all on their way to their respective territories, carrying with them enthusiasm and knowledge which is bound to pay this company handsome dividends on the heavy investment necessary to conduct a convention of this kind.

Pratt & Lambert, Inc., also recently published "The Bone Book," being an account of the adventures of their twelve commercial tourists abroad in Europe last summer and their escape from the seat of war. At the commencement of 1914 the management of this company offered prizes to their salesmen who made the best record in the first six months of that year, the prizes being trips to Europe at the expense of the firm. This book tells of their trip.

#### BRIGHT PROSPECTS FOR ALABASTINE FOR 1915

Optimism reigned for alabastine salesmen at the annual convention of the Alabastine Company, held at Paris, Ont., December 29-31. With everything in its favor to fit in well with a period of economy the salesmen were very enthusiastic over the prospects for business in this line for the spring season of 1915.

A most interesting history is linked up with alabastine and with its inventor and patentee, M. B. Church, who is president of the Alabastine Company. Mr. Church, himself in his earlier days a painter and decorator and withal an inventive genius, discovered alabastine very much through mere accident. He has invented many other things, but perhaps alabastine is the most successful article that he has ever invented. Alabastine has made thousands of dollars for its stockholders and for those dealers in the trade who have handled this well known wall coating.

Mr. Church was the original patentee of an article in this line in the United States in 1875. His was the first prepared wall coating made from plaster of paris, which was covered by patent. In the early days it was necessary to have boiling water available with which to mix alabastine, as is still necessary with many other wall coatings which have since come on the market. It

was not until 1890 that the way was discovered to prepare alabastine so that it would mix well and work perfectly with cold water. This great discovery was made by Mr. Church, along with R. E. Haire, his brother-in-law, who were in London, England, at the time, working with alabastine at the manufacturing plant in the Old Country. Several patents were issued covering the cold water improvement, and it is interesting to know that Mr. Church and Mr. Haire were the pioneers in this line also.

R. E. Haire is the general manager and secretary-treasurer of the Alabastine Company at Paris. Being practical men and knowing every detail of the business and of the manufacture of alabastine, it is easy to appreciate how great is the advantage accruing to the trade throughout Canada from the alabastine salesmen getting together at headquarters in annual convention, in order to get in close touch with latest developments and information which will be of great service to the trade to hand on to their customers—the ultimate consumers or users of alabastine. Mr. Church and Mr. Haire were both on hand at the convention to pass on to the alabastine salesmen their best words, which can be used by the dealers with such advantage to themselves.

One big talking point in favor of alabastine, which has a new significance this year, is the patriotic sentiment that attaches to it because of it being the only wall covering in this line having a large sale that is entirely made in Canada. Alabastine is made in Paris, Ont., where, for twenty-nine years, it has been made from Canadian and English materials, by Canadian labor, operated under Canadian capital. Improvements made in alabastine in recent years have rendered this wall coating so that it now spreads freely and covers better than formerly. These points show up on the new color and display cards which the travelers are taking out and making available for dealers to use as displays, and with which to demonstrate the merits and the advantages of alabastine to their customers.

The travelers were greatly enthused over the possibilities of these improved cards and the way they will work out to the advantage of the dealers. Then the new advertising for the Alabastine Company this year, reaching out to the consumers to create desire for alabastine and develop new customers, is so striking, good, and better than ever before, that it raised the enthusiasm of the salesmen, because of what it will do to make better business this season and help the dealer. Part of the advertising to the consumers, which will be used in the magazines going to women, is particularly worthy of note, in that it suggests more than ever that atmosphere of refinement that can be had by householders at little cost through the use of alabastine. The Alabastine Company have always been great believers in good advertising, and the trade has come to look upon their product as one which is easy to sell because of the demand created amongst their customers for this product.

To round out their convention and to give their travelers a renewed appreciation of the possibilities of rendering still greater and more efficient service in co-operation with their dealers, H. J. Haire, sales manager, asked Chas. C. Nixon, of the Continental Publishing Company, Toronto, to address the salesmen. He expounded in a practical way, giving actual experiences of his own, some of the deeper sciences of selling. He went into detail, giving facts and demonstrations as to how the travelers may help the dealers in the trade to better business, his remarks all being directed



towards the greater possibilities in real, worth-while service, that will help the dealers to sell more goods, and to make them greater profits for themselves. On Thursday afternoon, at the close of the convention, the travelers left for their homes to spend New Year's, each overflowing with good feeling, because of being filled with a new spirit and a new purpose, to help the dealers in the trade to take the fullest possible advantage of the great opportunities that they have for this coming season with alabastine.

#### SHERWIN-WILLIAMS PUSHING VARNISH SALES

"February—Varnish Month," is the keynote of the February S.W.P. It suggests window trims and sales stunts to help out this idea. The "blue varnish order plan" is another new idea. On all varnish orders sent in to them during twelve consecutive months which are entered on their special blue blanks, a special discount proportionate to the size of the purchase will be given.

#### BUYING MADE-IN-CANADA GOODS.

Brandram-Henderson, Ltd., have resolved that so far as their company is concerned, for the future, no matter what is bought, they will take pains to enquire if the article is the product of a Canadian factory. If it is, quality being equal, these Canadian articles will get the preference. In asking the staffs of their various offices to do likewise, Mr. Henderson, the president, says that it is manifestly their duty to do this at the present time.

#### McCLARY'S TORONTO MANAGER DINED

M. F. Irwin, for 25 years with the McClary Manufacturing Co., was the guest of honor at a big banquet given by that company at London recently on the occasion of his leaving to take the management of the Toronto office. Col. Gartshore presided, and during the evening Mr. Irwin was presented with a beautifully illuminated address and a very handsome locket, suitably engraved. Many pleasing eulogies of Mr. Irwin were made during the evening by various speakers. Mr. Irwin was still further surprised, as when he reached home he found a handsome house coat, the gift of the heads of various departments at McClary's.

#### TENDERS WANTED FOR ELECTRIC STOVES

Supt. V. S. McIntyre, of the Berlin, Ont., light and power plant, and secretary of the special committee appointed by the Municipal Hydro Union last April to prepare specifications for electric domestic stoves, has called for tenders for the manufacture of 1,000 stoves, which, it is expected, will retail at from \$35 to \$40 each. The Toronto Commission will take eight hundred of these stoves, London one hundred, and the rest will be taken by smaller cities. Secretary McIntyre states that at the present Hydro rates the cost of energy per month will be less than gas at 90 cents per thousand. The stove will be of average size, and complete in every detail, to serve families of six and less.

#### MARITIME HARDWARE DEALERS MEET.

A convention of Halifax hardware men was held at St. John, N.B., recently, to discuss matters of interest regarding the hardware trade in the East. Reports from various centres showed business to be about as usual. Among the visitors to the city were H. H. Dalton, of Halifax, who presided; Messrs. Crowell and Simmons, also of Halifax; W. T. H. Spinney, Yarmouth, and J. S. Neil, of Fredericton.

#### PARIS GREEN PRICES FOR 1915.

Prices F.O.B. Montreal, Quebec, Halifax and St. John.		
	C P Co.	Bergers
600-lb. casks .....	16	16 $\frac{3}{4}$
250-lb. casks .....	16 $\frac{1}{4}$	17
100-lb. drums .....	17 $\frac{1}{4}$	18
50-lb. drums .....	17 $\frac{1}{4}$	18
25-lb. drums .....	17 $\frac{1}{2}$	18 $\frac{1}{4}$
1-lb. packages, 100 case .....	19 $\frac{1}{2}$	20 $\frac{1}{4}$
$\frac{1}{2}$ -lb. packages, 100 case .....	21 $\frac{1}{2}$	22 $\frac{1}{4}$
1-lb. tins, 100 case .....	20 $\frac{1}{4}$	21 $\frac{1}{4}$
$\frac{1}{2}$ -lb. tins, 100 case .....		23 $\frac{1}{4}$

Prices F.O.B. Toronto, Hamilton and London,  $\frac{1}{4}$  lb. advance.

#### New Prices on Waste

Polishing Waste	Cents per lb.
Cream .....	0 11 $\frac{3}{4}$
White Wiping Waste	
XXX Extra .....	0 09 $\frac{3}{4}$
X Grand .....	0 09 $\frac{1}{4}$
XLCR .....	0 08 $\frac{3}{4}$
X Empire .....	0 08
X Press .....	0 07 $\frac{1}{4}$
Colored Wiping Waste	
Fancy .....	0 07 $\frac{1}{2}$
Lion .....	0 06 $\frac{3}{4}$
Standard .....	0 06
Popular .....	0 05 $\frac{1}{2}$
Keen .....	0 05
Wool Packing Waste	
Arrow .....	0 16
Axle .....	0 11
Anvil .....	0 08
Anchor .....	0 06 $\frac{1}{2}$
Washed Cotton Wipers	
Select White .....	0 08 $\frac{1}{2}$
Mixed Colored .....	0 06
Dark Colored .....	0 05

This list subject to trade discount for quantity.

#### ECCELESTONE'S HARDWARE BURNED

The large hardware store of G. W. Ecclestone, at Bracebridge, Ont., was gutted by fire, from an unknown cause a few days ago, and the entire stock destroyed. Loss, \$50,000, partly covered by insurance. The thermometer stood at twenty below during the fire.

#### NEW WORKMEN'S COMPENSATION LAW

(Continued from page 44.)

claims or act as a medium of communication with the board.

#### Part 2 of the Act.

Though not under the jurisdiction of the board, it may be mentioned that by Part 2 of the Act workmen employed in industries other than those included in Schedule 1 and Schedule 2, have had their right to recover damages in the ordinary courts extended by the taking away of the employers' defences of common employment and assumed risk and the making of contributory negligence only a ground for reduction of damages instead of a bar to recovery; but from this must be excepted farm laborers, menial and domestic servants, outworkers as defined in the Act, and persons engaged in clerical work and not exposed to the hazards incident to the nature of the work carried on in the employment, these being expressly excluded from the operation of any part of the Act. With the exceptions mentioned, workmen omitted or excluded from the schedules, as well as those included, are now in a much better position than under any former law.



# The New Workmen's Compensation Law in Concise Form

*This article gives a concise statement of the terms of the new Workmen's Compensation Act which is now in force. It gives the essential features and will enable hardware dealers with tinshops to understand it without going through the whole Act—This matter will come up at convention*

BY GEORGE A. KINGSTON  
Commissioner, Workmen's Compensation Board.

**T**HE Workmen's Compensation Act was passed at the 1914 session of the Ontario Legislature. It was recommended and prepared by Sir William Meredith, after extended investigation. It may be described as a new code of law respecting compensation for accidents happening to workmen in the course of their employment.

The Act came into force immediately upon its passage, so far as preparations for its administration were concerned, but the provisions respecting the payment of compensation came into operation at the beginning of this year, 1915, that being the date fixed by proclamation as provided for in the Act.

## Employments Covered.

The part of the Act which is to be administered by the board is called Part I. It does not apply to all employments, but it applies to employments in the very large number of industries enumerated in Schedule 1 and Schedule 2, chief among which are manufacturing, building, construction, lumbering, mining, quarrying, transportation, navigation, operation of public utilities, etc.

The distinction between the two schedules is that as to employers in the industries in Schedule 1 the board is to levy an assessment and collect an Accident Fund out of which the compensation to workmen is to be paid, the employers in this schedule not being individually liable to pay the compensation; while as to employers in Schedule 2, no accident fund is collected from them, but they are individually liable to pay the compensation as each accident occurs.

## When Compensation Payable.

The compensation for the injury is payable irrespective of any question of negligence or absence of negligence in the employer or the workman. The matter is not complicated by the old defences of common employment or voluntary assumption of risk. The only cases in which compensation is not payable, provided the accident arises out of and in the course of the employment, are:

1. Where the disability lasts less than seven days;
2. Where the accident is attributable solely to the serious and wilful misconduct of the workman and does not result in death or serious disablement.

No agreement to forego the benefits of the Act is valid; no part of the amount payable to the Accident Fund by the employer is to be charged against the workman; and the compensation cannot be assigned, charged, or attached, except with the approval of the board.

An employer in Schedule 1 may carry himself on his wage list at a reasonable salary, not exceeding \$2,000 per annum, and, if he makes return to the board accordingly, will be entitled to compensation like any ordinary workman.

Compensation is to be paid for the industrial diseases specified in the Act, as well as for accidents.

The right to compensation under the Act is in lieu of the right of action for damages at law.

## Scale of Compensation.

The scale of compensation provided for by the Act is as follows:

If the accident results in death and the workman leaves a widow, but no children, the widow is entitled to a monthly payment of \$20 a month.

If he leaves a widow and children the payment to the widow is \$20 a month and \$5 a month for each child under sixteen years of age, not exceeding \$40 in all.

If he leaves children only, the payment is \$10 a month for each child under 16, not exceeding \$40 in all.

If the workman was under 21 years of age and his dependents are his parents, or one of them, such parents or parent will be entitled to \$20 a month until the workman would have become 21 years of age, or for such longer time as the board may determine.

In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the board.

The necessary expenses of burial, not exceeding \$75, are also in all cases to be paid.

All the above is governed, however, by the provision that in no case is the compensation to exceed 55 per cent. of the workman's average weekly earnings in the employment, and all provisions for compensation are subject to the further proviso that no salary or wages of a workman shall be reckoned at more than \$2,000 a year.

In the case of a widow who marries again, the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' pension.

Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55 per cent. of his average weekly earnings in the employment. Where the workman is only partially disabled, he is entitled to 55 per cent. of the impairment of his earning capacity.

An important feature of the compensation under the Act is that, unlike what existed under the old law, it is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be.

Where the impairment of earning capacity does not exceed 10 per cent. the compensation is to be fixed by the board at a lump sum, unless the board thinks it is not to the advantage of the workman to do so; and the board may in other cases fix the compensation at a lump sum if it sees fit.

## How Questions Determined

All questions as to the right to compensation and the amount of it are to be determined by the board and its officers instead of by the courts. The employer is re-



quired by the Act to notify the board, within three days, of any accident happening to a workman in his employ. The workman must, as soon as practicable, and before voluntarily leaving the employ, give notice of the accident to his employer, and, in all cases under Schedule 1, also to the board, and must make claim for compensation within six months. Forms prepared by the board will be required to be filled up by the workman, by the employer, and by the physician, where one has been in attendance, and forwarded to the board, and from the particulars given in these reports and from the examination of a medical referee chosen by the board, where that is deemed necessary, the board will deal with the claim, award payment, order further investigation, or take such action as seems proper.

#### How New Law Differs From Old.

The new law differs from the old:

First, in the circumstances of conditions under which the compensation is payable. Under the old law an injured workman, or the dependents of a deceased workman, had no right to recover anything unless negligence of the employer could be proven. If he was himself guilty of negligence contributing to the accident, he could not recover. If he was injured by the negligence of a fellow workman he was barred from recovery. If it was a case in which he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery. Under the new law none of these things is of any consequence. The misfortune of a crippled workman, or the needs of his widow or children are not any less because he or someone else was or was not to blame, and the Act provides that the workman or his dependents are to be entitled to compensation irrespective of negligence or any other circumstance except only, as before mentioned, that the accident must not be attributable solely to his own serious and wilful misconduct; and even where it is attributable solely to his serious and wilful misconduct, he or his dependents will still be entitled, if the accident results in serious disablement or death.

Secondly, the new law differs from the old in the amount of compensation and in the mode of payment. Formerly it was a lump sum fixed by the jury or by the judge, varying greatly in different cases. Under the new law there is a greater certainty and a more equitable rule as to the amount. A very important feature of difference in the new law is the periodical continued payment rather than a lump sum in settlement of damages. The benefit of periodical payment is obvious. Often lump sums in damages recovered by a widow or other dependents have been badly invested, frittered away, or otherwise lost, and the widow and children perhaps in the end left without support. The policy of the new Act is to provide continued support.

Thirdly, the new law differs from the old in the mode of determining the right to and the amount of compensation. Under the old law if the employer and the employe did not agree on a settlement the remedy was an action at law. This sometimes lasted a long time. After trial usually came an appeal; perhaps one appeal after another. It meant expensive litigation and annoyance to the claimant, and perhaps in the end not a very satisfactory result. The ordinary workman would often prefer to do without damages or compensation rather than undertake the trouble and expense; and perhaps he did not have the money and could not proceed with it. On the other hand, in many cases, claims for damages would be brought against employers without just grounds, and litigation and expense would be

entailed; and often the employer, rather than fight the lawsuit, would settle. In this way the old system of recovering damages by lawsuit was unsatisfactory and oppressive to one or both parties. Those who deserved compensation often got nothing, while some not entitled harassed employers with vexatious actions. Under the new law all matters as to the right to, and the amount of compensation, will be settled by the board with little or no expense to the parties and without any appeal. Employers in Schedule 1 will no longer be liable to pay or be sued for damages, but will be liable only to contribute to the fund out of which the compensation is to be paid.

#### Collection of Accident Fund.

All employers in the industries included in Schedule 1 are required, without notice, and subject to penalty in case of default, to prepare and transmit to the board statements of the amount of wages paid by them. Assessments will be levied for such sums as are deemed necessary for each class of industry, and after receiving notice of assessment, employers must transmit the amount to the board, in accordance with the terms of the notice, employers failing to make payroll returns may be assessed for such sum as the board deems right. In case of failure to pay any assessment, judgment may be entered in the county or district court, or means of enforcing payment may be taken through the medium of the municipal tax collector. If any employer is for any reason not assessed, he is nevertheless liable to pay the amount for which he should have been assessed. Audits of payroll statements will be made by the officers of the board from time to time and errors in amount, or classification or otherwise, will be corrected.

Employers commencing any industry after an assessment has been made are required forthwith, under penalty, to notify the board of the fact, and security may be required in the case of any industry carried on only temporarily.

Wherever any employer included in Schedule 1 would be entitled to a lien under The Mechanics' and Wage Earners' Lien Act, it is the duty of the owner, as defined by the Act, to see that assessments are paid by such employer, and if he fails to do so, the owner will be personally liable to pay them to the board.

Employers in the industries included in Schedule 2 are not required to contribute to the accident fund, but as accidents occur from time to time, they must pay the compensation fixed by the board. They are, however, to be assessed for contribution to the expenses of administration.

#### Accident Prevention.

Employers in the industries included in any class may form themselves into an association for accident prevention and may make rules for that purpose, and when such rules are approved by the board and by the Lieutenant-Governor-in-Council they shall be binding upon all the employers in that class. Such an association may in accordance with such rules appoint an inspector or expert for accident prevention and his salary may be paid in whole or in part by the board.

#### Committee of Employers.

Employers in any class in Schedule 1 may appoint a committee of not more than five of their number to watch over their interests and to approve payment of

*(Continued on page 42)*



# Do Mail Orders Get as Good Prices as Salesmen Give?

*All-important question discussed at Illinois Hardware Convention  
—Jobbers say yes; retailers say no—Demonstrating the fact.*

THE question of price was the all-pervading topic at the annual convention of the Illinois Retail Hardware Association, held in Chicago in January. Especially important was the address on price variations of Herbert L. Sheets, of the Price and Service Bureau of the National Retail Hardware Association. This address created a furore, and was reckoned one of the most vital ever delivered before a hardware convention. Hardware Age, in reporting the convention, gives the gist of the address and facts in connection therewith from information supplied by the National Association.

In order to ascertain what differences would be made in the prices of mailed-in orders to retailers who discounted their bills and whose commercial rating was favorable, the officers of the National Retail Hardware Association caused nineteen orders to be placed with seventeen jobbers last summer.

These orders covered the same quantities and the same qualities of goods. They were placed about the same date. Copies of the invoices, or the originals, were sent to the Price and Service Bureau and comparisons were made. Briefly stated, the results of this investigation are given in this quotation from the January Bulletin: "Do mailed-in orders get as good prices as those taken by salesmen? Jobbers say yes—retailers say no. Invoices of seventeen jobbers for twenty-four hardware staples in uniform quantities show inequalities of 28½ to 329 per cent."

## Distribution Cost Too High

If the National Association has emphasized one thing above another, reads the letter sent out by the association, it is the necessity of more economical distributive methods by both jobber and retailer.

Nearly everyone interested in either branch of the trade admits that the present cost is so much that it seriously handicaps the flow of business through the regular channels.

Only a few still preach the doctrine of talking more about service and quality and less about price—as applied to staples or such specialties as are sold through both regular and mail order channels.

Perhaps it is personal interest which makes these few refuse to see how this one-time specious argument has long since outlived its usefulness.

Many say dealers demand an expensive service. Dealers insist a large part of this service is forced on them, against their wishes.

Individual jobbers have said to the retailer, "Give us the bulk of your business, and thereby make it possible for us to give you bottom prices."

Likewise are they saying, "Send us your mail orders; they will have our best care and attention."

Thoughtful retailers approve of both these suggestions, believing that concentration of jobbing orders, through one or two channels, should materially decrease the cost of handling the business, and result in lower prices.

And that the mailing of orders should work a further reduction in the selling expense by making frequent trips of the salesman unnecessary.

The National Retail Hardware Association, through

the National Hardware Bulletin and otherwise, has most earnestly urged its membership to adhere to these methods so far as practicable.

Only to be assured by dealers in practically all sections that mail orders are almost invariably invoiced at higher prices than usually can be had from the salesman.

Certainly this presented a most illogical situation.

On the one hand, jobbers saying the merchandise cost can be reduced by eliminating some of the "service"; on the other, retailers claiming they are charged a penalty for their efforts to lower expense.

So conflicting were these claims that it seemed wise to attempt a special investigation in the hope of getting at the true facts.

## The Evidence of the Invoices

Through the co-operation of eighteen retailers we were later furnished with the nineteen invoices of seventeen jobbers, one retailer placing orders with two jobbers, and two jobbers each filling the orders of two dealers.

The tabulated results, together with the percentages of price variation, are here set out, with the addition of special notations of the more important discrepancies connected therewith.

This tabulation sets out the result of the investigation so clearly that comment seems almost needless.

One has only to think of such price differences as 76 per cent., 90 per cent., 100 per cent., 125 per cent., 130 per cent., 165 per cent., 220 per cent., etc., on ordinary staple merchandise, to get a pretty conclusive idea that somewhere, someplace, there is something radically amiss with present price systems.

For it is fair to assume the differences here shown would likewise be found applying to a much longer list.

And if well rated, prompt-pay merchants get such varied prices, how much greater discrepancies would there have been had some of the orders been placed by so-called slow-pay dealers?

So to carry the inquiry still further and, if possible, get some solution of the abnormal showing of these figures, this letter was then sent to thirty-seven of the country's principal jobbers.

## A Letter to Jobbers

This letter concerns a subject which we conceive to be more or less important to every man engaged in either the retail or jobbing hardware trade.

And that there may be no misapprehension as to

### DIFFERENCES IN FIGURING COSTS

In reading this interesting article on price variations it should be remembered that a divergence of methods exist among hardwaremen as to computing costs. Some base their computations on the single article or item of account, others on the bulk bill of sale. This would account for some of the difference. We have heard of two hardwaremen, one of whom says it costs him 25 per cent. to do business; another says it costs him only 17 per cent.—and each of them gives plausible and logical reasons why he is right.—Editor.



The Following Tabulation Shows the Variation of Prices Revealed by the Invoices of Seventeen Jobbers Covering Twenty-Four Common Hardware Staples Ordered in Uniform Quantities (by mail) by 19 Retailers of Good Financial Standing, Doing Business in 13 States.

	A*	B*	C*	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Variation
1 100 Lbs. Carriage Bolts	.64	.54	.49	.49	.54	.49	.54	.55	.61	.61	.61	.49	.46	.66	.62	.54	.61	.52		43%
2 10 Lbs. Wash Washers	.35	.50	.30	.30	.33	.38	.30	.30	.45	.58	.58	.50	.50	.35	.56	.53	.34	.30	.30	98 1/2%
3 10 Gr. 1 1/4 x 10 Flat Head Bright Screws	1.20	1.30	1.00		.91	1.04	.98	1.40	.98	1.30	1.17	.98	1.07			1.30	1.00	1.04	1.17	43%
4 1 Dz. Pr. 6-in. Extra Heavy T Hinges	.74	.86	.82	.82	.75	.84	.76	.85	.90	.83	1.49	.55	.77	.96	.90	.85	.90	.77	.81	30%
5 1 Dz. Rim Knob Locks, Iron Bolt, Malleable Key	.80	.50	.50	.50	.50	.55	.47	.88	1.13	.75	.95	.50	1.12	.48	1.00		1.38	.48	.88	76%
6 1/4 Dz. Rim Jet Door Knobs	.45	.38	.40	.40	.35	.38	.36	.40	.40	.40		.38	.40	.40	.45					28 1/2%
7 1 Gr. Malleable Window Spring Bolts, Tinned	.75	.83	.70		.63	.88	.63	.75	.75	.75	.68	.65	.90	.88	.80		.50	.63	.95	90%
8 1/2 Dz. Pr. 3 1/2 x 3 1/2 Jap. Steel L. P. Butts Ball Tips	.48	.56	.42	.52	.38	.48	.37	.43	.48	.58	.50	.38		.42		.50	.48	.37	.38	51%
9 1/2 Dz. 1/2-in. Auger Bits Com.	.50	1.00	.56		.63	.63	1.00	.63	.56	.58	.50	.56	.45			.57	.50	.45	.40	150%
10 1/2 Dz. Asses Skin Measuring Tapes, 50 ft.	1.30	1.28	1.50	1.50	1.43	1.38	1.25			1.25	1.20	1.25		1.25	1.38	1.50	1.50	1.13	1.50	22 1/2%
11 1/2 Gr. 3-in. Bright Wire Hooks and Eyes	.40	.38	.39	.39	.36	.63	.34	.45	.60	.48	.42	.42	.42	.54		.54		.40	.38	85%
12 1-Set Brace Metal Drills 1-16 to 3/8 (9 drills)	.88	.75	.83		.90	.85	.80	.79	1.00	1.00	.90		.90	1.00	.95		.17	.71	.63	40 1/2%
13 1/4 Dz. 10-in. Agr. Wrenches	.63	.63	1.08	.70	.63	.65	.66	.79	.70	.70	.73	.70	.63	.74	.79		.70	.63	.70	71 1/2%
14 1 Dz. Red Devil Glass Cutters	.75	.75	1.40		.75	.75	.70	2.00	.75	.65	2.00		.76	.75			.75	.67	.75	207%
15 1/2 Gr. 170 Cop. Wire C & H Hooks	.25	.25	.24		.28	.38	.23	.25	.24	.25	.21	.25		.21	.25	.30	.30	.19	.23	100%
16 1/4 Dz. Pr. 7 x 9 Jap. Steel Shelf Brackets	.43	.40	.35	.54	.41	.43	.33	.43	.40	.42	.36	.36	.34	.42	.41		.36	.34	.37	63 1/2%
17 1/4 Dz. 3/4 x 30 Steel Wrecking Bars	.56	.58	.75		.75	.71	.69	.75	.63	.63	.66			.69			1.50	.75	.75	168%
18 1 Dz. 8-in. Hasps, Hooks and Staples	.20	.20	.22		.18	.20	.18	.18	.27	.25	.18	.20	.17	.22	.45	.19	.24	.18	.24	165%
19 1/4 Dz. No. 3 Steel Squares	1.25	1.31	1.43		1.23	1.60	1.35	1.50	1.31	1.43		1.28	1.28	1.63	1.46	1.39	1.58	1.18	1.31	38%
20 1/4 Dz. No. 4 Wooden Faucets		.45				1.00	.45	.40	.48	.25	.38	.54	.25	.75	.40		.23	.25	.226%	
21 50 3/4 x 1 Lbr Screws	.36		.34		.35	.32	.34	.38	.43	.43	.43	.36	.32	.40	.45		.50	.64	.72	125%
22 1 8-in. Wood Tackle Block, 2 sheaves, iron strap	.70	.73	.64		.51	.70	.31	.65	.71	.68	.64	.61		.98	.86		.71	.71	.64	92%
23 2 13-lb. Cast P. Mauls	1.17	1.04	.57		.52	.67	.54	.90	.72	.70	.80	.88		.90			.63			125%
24 1/4 Gr. 6-in. Hooks and Staples	.75	.75	1.00		.70	1.05	.70	.70	1.05	1.13	.70	1.50	.95	.72	.79		3.00	.70	.95	329%

\* Orders A&B were filled by the same jobber, orders C&D by another jobber.  
 † Note price difference to the two dealers in each case.  
 ‡ Corrugated braces furnished. Omitted when figuring percentage of difference.  
 § Light hinges furnished. Omitted when figuring percentages of difference.  
 ¶ Billed as extra heavy, but said by dealer to be lighter than his lightest regular line of light hinges.  
 † Billed as these charges included knobs, though not called for by order. If for locks only, then difference would be 193% instead of 76%.  
 ‡ In these two cases it is assumed a higher price model was furnished.  
 § But why?

\*\* Number 3 furnished instead of No. 1 as ordered. Not included in percentage difference.  
 † Single sheave furnished. Not included in percentage figures.  
 ‡ 11 lb. Mauls billed. The largest being 13 lb. and 12 lb. mauls. Omitted when the maximum of 11.  
 § 12 lb. Mauls shipped.  
 ¶ Billed as "Hooks and Eyes." If different from Hooks and Staples, discrepancy should be 114% instead of 329%. But why the substitution?  
 NOTE—Only six of the nineteen columns cover the full twenty-four items. In a few cases not all being ordered, while in others omissions were made by the jobbers filling the orders.

#### CHART SHOWING ARTICLES AND VARYING PRICES PUBLISHED BY THE NATIONAL HARDWARE BULLETIN IN CONNECTION WITH THEIR PRICE INVESTIGATION.

motives, let us repeat what has been so often been said through the National Hardware Bulletin and otherwise—that the National Retail Hardware Association does not buying for its members, transmits no orders for them, has no buying arrangement with anyone, no favored channels through which to urge the placing of orders, and no desire to interfere with existing business relations between buyer and seller.

For the past few years much has been said and written about the necessity of greater economy in the distribution of hardware merchandise. A multitude of suggestions have come from as many sources.

Jobbing sentiment, as we understand it, has been and is that dealers are demanding an expensive service—though this is strenuously denied by most retailers—and that a goodly saving of expense might be had through the greater concentration of orders and sending of same by mail, thereby requiring fewer visits from travelers.

This looks like a logical partial solution of the problem, and we have urged upon our members the wisdom of following such a course so far as practicable, only to be flooded with complaints from all sections that mail orders almost invariably get higher prices than those taken by the traveling man.

In view of the number and character of these complaints it seemed wise to make some special investigation in an effort to find out, for the benefit of everyone, just what true conditions might be; and to that end a number of dealers in various section were recently asked to order from representative jobbers, by mail, without comment as to prices or otherwise, a list of twenty-four staple items in given quantities.

A careful tabulation has been made of the nineteen invoices furnished us, with rather startling results. In addition to the sending of articles different from those ordered, in a number of cases, the price discrepancies might well be considered highly extreme.

Illustrating—the least difference between the highest and lowest prices at which any one of the twenty-four

articles was billed is twenty-eight per cent., while the greatest difference on any one article is three hundred and twenty-nine per cent.; or, if we assume in this case the possible substitution by one jobber of something different from that ordered, and for which there seems no reasonable excuse, then two hundred and twenty-six per cent.

In other words, the spread between the highest and lowest charges in the one instance is twenty-eight and one-half per cent., in the other it is three hundred and twenty-nine, or two hundred and twenty-six per cent., as the case may be; while ranging between these extremes we find such figures as 85 per cent., 100 per cent., 125 per cent., 150 per cent., 207 per cent., etc.

Of course it was naturally expected that the location of the jobber to whom an order was given would have some bearing on the pricing of the goods. However, the results indicate that this is far from being true, as in a number of instances those at a distance gave better prices than some of those in a much lower freight zone.

Nor can it be said that the pricing of the goods was affected by the standing of the merchants placing the orders; for these gentlemen are all in which might be termed the "preferred class," being careful, cash-discount buyers, and known to the jobber as such, for in but two or three instances was an order placed other than through the dealer's regular channel.

Our purpose in bringing the matter to your attention is to get your views on what to us seems a most illogical situation which is necessarily harmful to the interests of jobbers and retailers alike.

Do you know of any reason why there should be such a range of prices as above indicated among the various jobbers on the common every-day staples?

Do you think it logical that, with almost every jobber saying "Send us your mail orders," mail orders should be billed at higher prices than the traveling man can and does make?

Do you think it quite fair that the dealer who is willing to eliminate some of the costly service it is



claimed he demands should be charged a premium for his efforts in that direction of economy?

These are some of the questions on which we should like very much to have your suggestions. There are many related ones which will readily occur to you. Your early answer is awaited with no little interest.

### Replies from Jobbers

There were fifteen replies from jobbers to this letter, all of them practically answering "no" to the questions asked. "It is beyond our comprehension how such differences could exist," says one of these replies. Another says, "I feel every confidence in assuring you that . . . hardware jobbers at least have but one set of prices."

A third jobber states: "The prices that we are giving to our salesmen are absolutely the same as those that are entered in our pricing departments; if any difference is made it is done through error. There are times when, with the number of salesmen we have, we find that under extreme pressure and sometimes under false representation by retailers, the salesman is induced to make a price that is not authorized by his cost, nor by any instructions from his house. It is evident that this would not be allowed to be repeated by him nor on a mail order."

"While we can easily understand that the average salesman, in order to make an impression upon the customer, will often name cut prices on some articles, which the house could not sanction," says a fourth, "yet we do not hesitate to state that if a desirable customer favored us with the bulk of his business, either in person or by mail, that he would buy cheaper than by buying from each salesman who 'happens to' be around."

Another writes: "It is our custom to sell what we regard as staple goods at a very small margin of profit, and were it not for the sale of many items that would not be regarded as staples it would be impossible for us to exist as jobbers. We realize, however, that there could be some difference in opinion as to what should constitute staple articles. A staple in one part of the country might not be so considered in another, and there are many articles which we show in our catalogue on which we are compelled to obtain a large per cent. of profit, but very few items command any such profit as 28½ per cent. These, of course, are, in the main, slow moving articles, which also give the retail dealer a handsome profit. In arranging our prices to the retailer, we endeavor to realize the greatest percentage on the items that will affect the retailer least and where he also can make a large per cent. of profit."

In saying that traveling salesmen add from 3 to 7 per cent. to the cost of doing business, still another writes: "I think a great many people have a very erroneous idea of the percentage of profit made by the jobber. I had occasion to know, two or three years ago, of the percentage of profit of three of the largest wholesale hardware houses in the country, and the three houses averaged 4½ per cent. on their gross sales."

"Finding such a varied difference in prices is a revelation to me," is the contents of one of the replies. "I cannot explain it, unless a mistake was made, as I know of not a single item in the hardware line which would bear any such profit as 200 to 329 per cent."

"It is almost impossible," says another, "to make all of our salesmen, which we presume is also true with other houses, absolutely maintain our schedule of prices, they claiming in such instances that they have to meet our competitors' prices, in which cases

we insist on their being shown the invoices before meeting such a price, and on which basis the margin afforded would be entirely inadequate and ruinous were we to put them into effect as our regular price."

Other replies contain these statements:—

"There must necessarily enter into consideration the question of transportation."

"It is rather natural I think that there should be some differences in prices between different jobbers, one making a leader of one line of goods, and another of another."

"There may be some jobbing houses carrying two prices in their catalogue, but we wish to say for our house that our catalogue carries but one price, with the exception of goods that are packed six to the crate, then we have a crate price and broken lot price."

"A great many of the items sold by the hardware jobber have a restricted selling price. A great many of the jobbers are selling their special brand goods and are getting a fair value on these. We believe that there must be some error in this differential. We believe that there is not a jobber in the United States will do anything of this kind. It would be suicidal for him to try to do it, if he expects to stay in business."

"Unfortunately, some salesmen forget the important item in every business, commonly known as overhead, and offer goods at prices which do not pay a legitimate margin of profit, and other salesmen feel compelled, under some circumstances, to meet such prices. The traveling salesmen hears of these cut prices, while his house may know nothing about them until he reports them. This accounts for the fact that a salesman may sometimes price an item lower than it would be priced by the house pricer, if the same item were ordered by mail, without any price limitation being specified by purchaser."

"A much larger variation than this might be discovered in the retail prices of various lines of goods, because various concerns have different ideas as to the profit that different lines should carry."

### NEW CANADIAN FILE AGENTS

The Delta File Works, of Philadelphia, have appointed Dorken Bros. & Co., Montreal, their representatives in Canada for their "Delta" files. The increased business and demand for their product, say the company, have so taxed their previous representation that they have felt the necessity of giving Canada a more careful and closer solicitation for business, and it was after looking into the matter carefully and getting the consensus of opinion of the best houses that they found Dorken Bros. & Co. the proper representatives for their product.

Dorken Bros. & Co. will be under the direct supervision of the home office and will use the same selling policies and arrangements that have been found successful heretofore. The object of this change is not so much to increase the number of accounts, but to give better and closer service to those already established and such additional accounts that will be added to work in the general plan of increasing the demand for Delta files and bring greater business to those agencies that are handling these goods.

Beaverton, Ont., carried a by-law to loan \$6,000 to George Minorgin & Son, of the Beaverton Foundry. That concern will now make, in addition to its present line, an extensive range of toys.

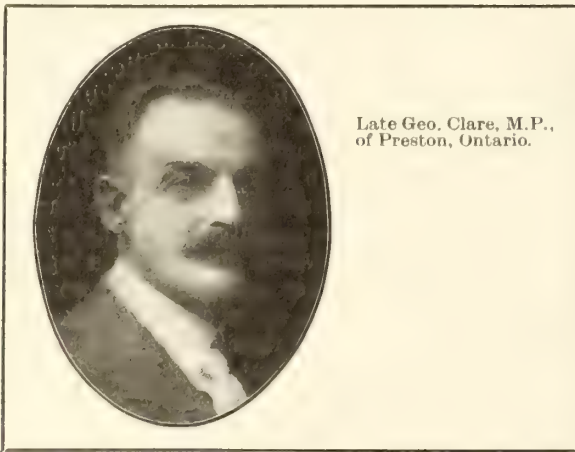


### HON. G. A. CLARE DEAD

Hon. Geo. A. Clare, P.C., M.P. for South Waterloo, and head of the stove company of Clare Bros. & Co., Preston, Ont., died on Jan. 9. Death was due to Bright's disease, from which he had been suffering for some time.

Mr. Clare was in his sixty-first year, having been born in Preston, June 6, 1854. He was of German descent, the son of John Clare and his wife, Margaret Beck. He received his early education in the local school, and subsequently spent four or five years in business with Kandall & Co., Waterloo.

In April, 1876, he married Miss Katherine Fink, daughter of Paul Fink of Waterloo, and then took a position with his father in the foundry business at Preston. His splendid business ability soon became ap-



Late Geo. Clare, M.P.,  
of Preston, Ontario.

parent in the extended trade of the firm. He, with his brothers, acquired the business in 1881, and operated it under the name of Clare Bros. & Co., and since its incorporation, in 1901, he had been president. He was also president of the Galt Stove & Furnace Co., Ltd.; Clare & Brockest, Ltd., Winnipeg; Canadian Office & School Furniture Co., Preston, and the Solid Leather Shoe Co., Ltd., Preston, and a director of the Preston Car & Coach Co., the Stamped and Enamelled Ware, Ltd., of Hespeler, the Wellington Mutual Fire Insurance Co., of Guelph, and of the United Empire Bank. He took great interest always in the affairs of the town, and exercised much influence in its development.

#### Active Public Life

Mr. Clare was for two years councillor of the village of Preston, and for ten years reeve, and in 1900, when it was incorporated a town, he became its first mayor. He was chairman of the finance committee two years, and a member of the Waterloo County Council from 1888 to 1898, being warden for the county in 1895.

In 1900 Mr. Clare won the seat for South Waterloo in the Dominion House, which had previously always been occupied by a Liberal, and he held it ever since. During one political campaign, some years ago, he was so ill that he had to be carried on a chair to make a speech, but he made it, and was elected. Mr. Clare was honored with the appointment on the 1st of January, 1913, to the Privy Council.

He was a member of the Albany Club, of Toronto, and the Waterloo Golf Club. In religion he was a Lutheran. Besides his wife, he is survived by one son, Alfred, and three daughters, Mrs. A. M. Edwards, of Galt, and Miss Minnie and Miss Georgina at home, and also by two brothers, Frederick and Charles, and two

sisters, Mrs. I. H. Erb and Mrs. Thomas Simpson, all of Preston. The funeral took place to the Preston Cemetery.

#### Sir Robert's Tribute

Sir Robert Borden, in referring to the death of the Hon. George Clare, said: "I have received with deepest regret the news of Mr. Clare's death. For many years he was one of my most valued colleagues in Parliament and one of my most intimate personal friends. He enjoyed the universal esteem and respect of his fellow-members in the House of Commons, and whenever he spoke on any public question his views commanded attention and respect."

#### ROUND OUT THEIR 75TH YEAR

"Good steel and honest work," Henry Disston's own explanation of his success, have brought the enterprise founded by him three-quarters of a century ago to a magnitude probably undreamt of by him in his most optimistic visions of the future. It would have been difficult for him to see, in the crude little shop of 1840, with its home-made furnace and meagre tools, the nucleus of a plant equipped with every refinement of the sawmakers' art, having 58 buildings, covering 50 acres of ground, and employing 3,600 men. "Good steel and honest work"—he had no other assets. A thorough knowledge of sawmaking, a little steel, and a few tools, given him in lieu of salary when his employers failed, were his entire stock in trade. Obscurity, and a strong prejudice against tools of domestic manufacture had to be overcome, but "quality" did it and opened the way to recognition for American manufacturers of tools of every kind. "Good steel and honest work," that was all he needed. Capital would come when he had his market.

With a product superior to any other of his time, Henry Disston soon gained recognition as the leader in his field. From this time on development was rapid—simply keeping pace with the growing demand. His efforts to improve the quality of his saws were unceasing. To get a steel exactly suited to his needs, he built a plant for melting steel himself in 1854 (the first crucible saw-steel plant in America). Twelve years later a file works followed, to supply the immense quantities of files used in the saw plant. (35,000 dozen a year are now used.) Gradually the manufacture of a wide variety of tools was undertaken.

When Henry Disston died in 1878, his sons succeeded him, and his descendants are to-day at the head of the business. Development has been steady and great, but always with the founder's simple motto of "Good steel and honest work" as a guiding policy. "Three-quarters of a century's reputation for quality is too valuable an asset to be jeopardized by inferior products," is the way the present heads express it. Three generations of Disstons have administered the company's affairs since its establishment. And as a sidelight on the respective attitudes of employers and employed, it is interesting to note that a score of men have been with the company over fifty years, and in several instances three generations of the same family work side by side.

#### NEW TRADE TERMS IN ENGLAND.

The use of the phrases "German silver" and "German steel" has been stopped in England since the war, and "nickel silver" and "nickel steel" are the descriptive terms used.



## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Renfrew Electric Mfg. Co., Ltd., Renfrew, Ont., has been putting out a number of new electric irons. The "Canadian Beauty Model A" is a home article built for service. The heat is evenly distributed over the whole surface. The new combination detachable and reversible back stand, supplied with all irons, is a notable and novel feature. It allows the iron to sit flat when ironing, to tilt when changing articles to be ironed, and to hold the iron upside down when a person wishes to use the iron as an electric stove, useful in heating baby's milk, brewing tea, heating a small kettle of water, etc.

The "Model B" has some added features over "Model A," by which parts are detachable. The handle, too, is curved to allow freedom in operating the iron. The "Canadian Beauty" electric tailors' iron is another line. They are built for hard use in tailor shops and pressing rooms. The use of these electric irons ensures a continuous heat. They are all finished in highly polished nickel and are complete with stand, cord and plugs.

The Hauck Mfg. Co., Brooklyn, N.Y., has just placed on the market a new kerosene torch of novel design. It was especially designed to take the place of the gasoline torch and fills a want in places where the use of gasoline torches is prohibited or restricted. This applies particularly to garages, office buildings, hotels, hospitals, etc. Telephone companies, electricians, painters, tinsmiths, machinists and plumbers should welcome this new torch both for its safety and economy. The most important feature is the construction of the bronze burner. The oil passageways are especially large and so arranged that only one plug has to be unscrewed in order to clean the whole burner instantly.

By a special oil regulating valve the flame can be adjusted to any size from 8 ins long by 1 in. in diameter



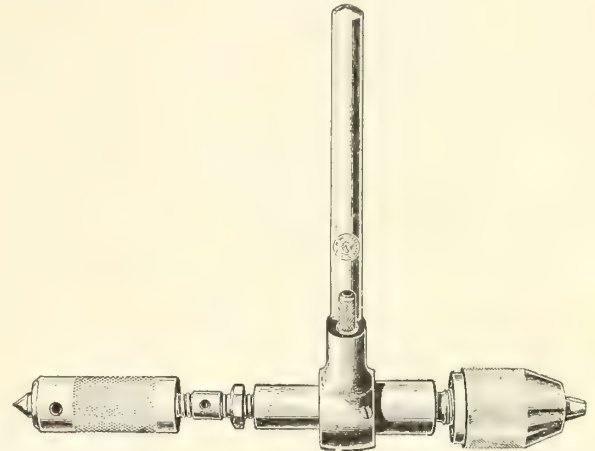
to the finest point. As kerosene contains more heating units than gasoline, the temperature obtained with this torch is much higher than that of the gasoline torch. It is also claimed that strong wind or cold weather will not affect the flame in any way, and it is therefore especially recommended to linemen and those working outside. The torch is also furnished in connection with a light furnace for melting solder and heating soldering coppers.

The Peck, Stow & Wilcox Company, Southington, Conn., recently placed on the market a new automobile

ratchet drill, which is claimed to be a convenient tool for the motorist's kit, enabling him to make minor repairs while on the road or in his own garage.

The company has gone over its line of ratchet drills recently and has made extensions and improvements. In the "Pexto" line the ratchet is concealed. A simple mechanical device protects the interior working parts from dust, grit or other foreign matter. The company also states that this same concealed feature also serves to give rigidity and true alignment to the entire tool.

The levers and heads of "Pexto" ratchets are fin-



ished in gunbarrel blue, the other parts of these drills are bright finished.

"Pexto" ratchets will now take all drills with the exception of blacksmiths' drills. In addition, the holders of the No. 200 series will interchange with those of the No. 300 series. A customer can buy one set with an extra holder, and he may use either round taper shank or square taper shank drills. The operation of interchanging holders is said to be very simple, requiring only the removal of the setscrew.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Renfrew Electric Mfg. Co., Ltd., Renfrew, Ont., has sent out to the trade an art wall calendar. The picture shows, in colors, a beautiful girl—"A Canadian Beauty," it is entitled, and it advertises well the "Canadian Beauty" line of electric heating appliances made by the firm.

The Renfrew Electric Mfg. Co. have also issued a new catalogue of their "Canadian Beauty" electric heating appliances.

The Crescent Tool Co., Jamestown, N.Y., have gotten out a new silent salesman for displaying their 4-inch Crescent adjustable wrench. This display board is mounted with six wrenches and is made so that it can be displayed on top of a showcase in the store. It is one of those little helps that stimulate sales. The board is made of heavy cardboard, attractively designed, and provided with an easel back which locks and will not fall over on a glass showcase. It is supplied free when orders for six of these wrenches are called for.

Good luck is a mighty good thing to have, but it is a mighty poor thing to wait for.



## Annual Convention of Canada Metal Co., Ltd., Toronto

The third annual convention held in Toronto by The Canada Metal Co., Ltd., was a brilliant success. Each year this company get their sales staff together from all quarters of the Dominion. The managers from the factories at Winnipeg and Montreal bring in the salesmen who make their headquarters at these centres. When the roll was called nineteen were present.

Mr. W. G. Harris, Jr., vice-president of the company, presided, and his opening address was briefly a word of welcome and he stated what proved to be a fact, "This convention is to be a week of hard work for everyone and there will be little time for the usual frills outside of business."

Mr. Harris, Sr., president and general manager of the company had a cheery word of welcome for the salesmen and expressed his pleasure at being able to meet them all each year and to spend a few days going over past records and planning for future successes. He spoke of the wonderful growth of the company, how a few years ago only very little ground was covered outside Toronto, but to-day the whole of the Dominion is covered by nineteen salesmen.

The first morning was taken up by going over the yearly report of the sales for 1914, and many suggestions were made as to the plans for 1915, for as one salesman remarked, year by year our sales have increased and it will need some brilliant planning and hard work to go ahead in 1915, but we mean to do it, if at all possible. The afternoon was devoted to questions and questions asked referred to newspaper metals, babbitt metals, ingot metals and plumbers' supplies. All were invited to ask questions and there is not the slightest doubt by this means much useful information was gained. A Western salesman declared he had learned more about metals in one afternoon than he could learn in twelve months on the road.

Each day was full of real hard work. Business and

trade conditions were discussed from all points of view and from all parts of Canada. At noon each day lunch was provided on the premises and a fine jovial crowd sat down to do justice to the chef's catering.

One day was a day to be remembered, for the winners of the various competitions had the pleasure of receiving the various prizes. These competitions have proved a huge success and are thoroughly approved by the salesmen, for it causes a little friendly rivalry. Each year over \$1,000 is presented to the competitors and in addition one prize is a gold watch and chain suitably inscribed. Upon Mr. H. C. Crow, who has taken such a great interest in arranging these competitions and carrying them through to their ultimate success, fell the honor of presenting the gold watch and chain to Mr. A. E. Byers, the winner of the Harris Heavy Pressure Competition.

To give an idea of the subjects upon which salesmen addressed the convention, and also to illustrate how useful they were, one salesman had for his subject "Plumbing supplies and how I assist the hardwaremen who have a plumbing business in connection with the hardware."

Other subjects were:

"Babbitt metals, and how I aid the hardware merchant to build a connection."

"Ingot metals and how the hardware merchant can handle them to make a profit."

"Solder, sheet lead, lead pipe and its possibilities."

"How Harris heavy pressure sales won the gold watch and what part was played by the agents and how they assisted."

One evening the whole staff visited Shea's Theatre, so that even though Mr. Harris, Jr., promised no frills, yet a few were allowed to step in.

When the convention finally broke up, all admitted that though it had been a strenuous time, yet there was no doubt that it might fitly be described as a brilliant success and each one departed hoping to once more meet in 1916 when, as the Western men prophesied, the West will have more to say.



Group photograph of staff of Canada Metal Co. at their recent convention. Photo taken in front of company's office building.





## Introduce them to your trade

These two new and beautiful designs in wrought bronze or steel are shown in the new P. S. & W. catalog of Locks, Knobs and Builders' Hardware. They suggest the variety and beauty of the entire line of Pexto lock sets. And, remember, any of the Pexto designs will interchange with those of other big makers, as to knob and key spacing and back set.

In the new catalog all lock sets of the same design are grouped together for quick reference. Illustrations are clear. Description beneath each picture is short, to the point—giving all the facts you want to know in a hurry. All goods shown in the book are made in Cleveland.

Your customers will be interested in the new additions to our line of builders' hardware, locks, inside and front door mortise sets, store door handles and locks, drop handle drawer pulls, etc.

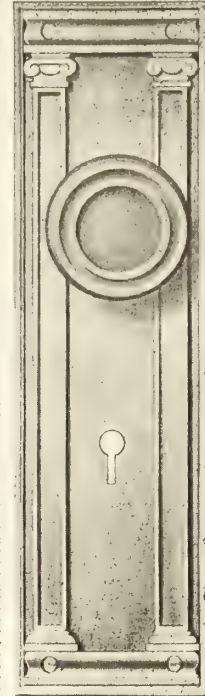
Write to-day for new catalog.

The Peck, Stow & Wilcox Co.



SOUTHINGTON, CONN.  
CLEVELAND, OHIO

Address all correspondence to Cleveland



11317

## Have You a Good Stock of Meakins' Brushes to Meet the Spring Demand?

If not—You had better write  
us to-day.

*A Line Will Bring Our 1915 Catalogue*

## Meakins & Sons, Limited

Head Office—HAMILTON—Factory

Warehouses  
TORONTO, LONDON, WINNIPEG

Meakins Brush Co., Ltd.  
MONTREAL





## Canadian Trade News

Geo. Clarke, hardware dealer, at Tatamagouche, N.S., died recently.

Sussex, N. B., merchants have formed a retail merchants' association.

A. Workman & Co., Ltd., hardware dealers, have moved into new quarters at 300 Sparks Street, Ottawa.

The James Smart works, at Brockville, Ont., have resumed operation after completing their annual stock-taking.

J. A. Tanguay's hardware stock, at Montreal, was damaged by smoke and water through a fire in his store recently.

S. L. Davis Sales Co., dealers in hardware and builders' supplies, are applying for a limited liability charter.

The Dominion Register Co. has opened up salesrooms at Church and Lombard Streets, Toronto, in charge of Wm. O'Connor.

The Stratford Mfg. Co., Ltd., has sent out announcements of the death of Allen P. Boyer, president of that company, on January 21, at his home in Goshen, Ind.

F. C. Taylor, whose store was burned at Fenelon Falls, recently, has refitted another store in town and stocked it with a new line of hardware, paints and stoves.

Loehlin Ross, of the warehouse staff of H. S. Howland, Sons & Co., Toronto, has been appointed traveler to cover the ground from Sudbury to Ft. William formerly covered by the late Donald Roy.

John H. Glover, for several years manager of the Aylmer Pump & Scale Co., has resigned that position and sold his interest in the business to M. R. Seed. Mr. Glover will give all his attention to his hardware business.

Codere, Sons & Co.'s hardware store at Sherbrooke, Que., was burned recently entailing a loss of \$100,000, which was covered by insurance. Jos. Codere, manager, was overcome while trying to save the books and taken to the hospital.

A disastrous fire on Jan. 26, at Parkhill, Ont., completely destroyed the entire block in which were situated B. Lindsay's large general store, and J. B. Lindsay's hardware store. The fire was first discovered in the cellar of the hardware store, and had gained so much headway that before the firemen could reach there, the entire block was in flames, and although a strong effort was made it was too late to save the block. It is said that the loss will reach in the neighborhood of \$20,000, partly covered by insurance.

### WESTERN TRADE NOTES.

T. S. Learmouth's hardware store, at Theodore, Sask., was burned recently.

Geo. W. Walton, hardware dealer, Moose Jaw, Sask., intends building a new business block.

One of the first big conventions announced for 1915 is that of the Saskatchewan Branch of the Retail Merchants' Association of Canada, which is expected to assemble in Saskatoon on May 11, 12, and 13, and on

the programme of which F. E. Raymond, secretary of the association, is now busy arranging details. It is expected that between 500 and 600 delegates will be present from all parts of the province and some very important subjects to retail merchants will be discussed.

The executive of the Saskatchewan Retail Merchants' Association met at Regina on Jan. 6, and decided to hold their annual meeting on May 11, 12 and 13 at Saskatoon.

Harry McKenzie, and D. S. Moynes, both employees of the Smith Hardware Co., of Melville, Sask., are playing on the hockey team of that town which is cutting such a figure in the Saskatchewan League this year. D. S. Moynes hails from Russell, Man., and McKenzie from Kenora, Ont.

### FUNERAL OF SAMUEL BIRCH.

The late Samuel Birch, of McKelvie & Birch, hardware dealers, Kingston, Ont., who died suddenly in his store a month ago, was one of the oldest hardware dealers in Ontario, being connected with his partner for 50 years. The funeral to Cataraqui cemetery was one of the largest seen in Kingston for some time, and was attended by a great many representatives of the manufacturing, jobbing, and retail trades. The floral offerings were beautiful.

## BUSINESS CHANGES

### Saskatchewan.

Southey.—J. Marantz has added a hardware department.

Mortlach—J. C. Strowger, tinsmith, stock sold to A. K. Helliwell.

Huntoon—Walter & Hanson have bought Walter & Gillespie's hardware store.

Lumsden—Edward Troughton, hardware and furniture, succeeded by W. B. Lawson.

Rocanville—Kidd & Clements, hardware and furniture, succeeded by W. R. Gibson.

### Ontario

Elmvale—Chas. Snyder, hardware, sold to J. H. Simpson.

Kingston—John Corbett, hardware, succeeded by G. Botsford.

Warton—Kyle & Hunter, hardware, succeeded by D. J. Hunter.

Toronto—M. G. Gorman, hardware, opened store at Keele and Bloor Streets.

Markdale—W. S. Perkins, hardware and tins, succeeded by Perkins & Mann.

Woodville—Dure Bros., hardware and plumbing, sold to Woodville Mercantile Co.

### Quebec

Barnston—Hall & Allard, hardware, registered.

Montreal—Roch Roy, hardware, sold to J. D. Mailhot.

Montreal—J. A. Tanguay, hardware, has been incorporated.



# Hardware and Paint Dealers: Attention!

## Alabastine Has Been Greatly Improved

After many months of scientific and practical experiments at our laboratory, we have perfected a great and valuable improvement that preserves all the old qualities and adds brushing, covering and working qualities that make it superior to any article of the kind, and the last word in water color wall coating.

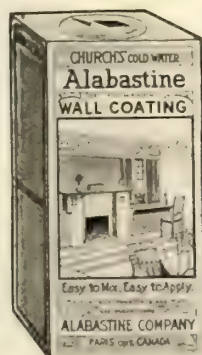
The new goods are marked "Slow Setting" meaning that it can be left mixed and remain in good condition. It flows beautifully and covers perfectly. It stands recoating satisfactorily and can be second coated as soon as first coat dries out. If desired, it can be easily sponged off the wall.

Drop a line to us or your jobber and get full information about the Special Brush or Cash Premium to Painters and Free Stencils to users of Alabastine (in packages only.) Also an entirely new, bigger and better line this year of Color Cards, Wall Books, Color Plan Books, and Stencil Catalogues. Get in line for the big, new, attractive Display Cabinet and Window Trim.

Painters and expert decorators use and highly recommend the new goods.

The Alabastine Company, Paris, Limited, is not a branch, but is entirely a Canadian organization, and has no connection with any concern in the United States or elsewhere. We operate our own mines at Caledonia, Ont., for a large part of base material and purchase balance from Canadian and English manufacturers.

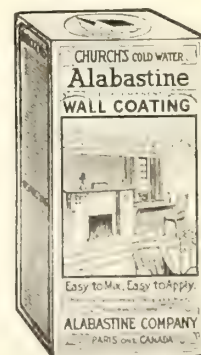
In spite of the greatly increased cost of nearly all our materials on account of the war, we have decided not to raise the price.



The **Alabastine** Company  
Paris, Limited Ontario

Alabastine is put up as follows:—White and tints in 5 lb. and 2½ lb. packages. White in 300 lb. bbls. and 150 lb. half bbls. Fresco Colors in 1 lb. pkgs and 25 and 50 lb. pails.

*Get our Price List before you order*





## Market Situation

**Hardware Markets.** The new year is starting off with an optimistic outlook, but the first month's business has been none too good. At its close there has been a tendency towards easy prices on quite a number of articles.

The usual quietness prevailed in the earlier January days, due to the lull following the holiday buying season and the absence of travelers calling on the trade. House and staff conventions stirred up some enthusiasm among the salesmen and created a good optimistic outlook in the views of most of the men calling on the trade. Small orders came in about the middle of the month, but in general the month's trade has not come up to expectations.

Builders' hardware has been selling light, orders are very few, and keen competition exists for whatever business is stirring. The same is true of many lines, and as a consequence some cutting has been indulged in.

Stocktaking among retailers should show light stocks, as buying during the past six months has not been up to normal. Passing trade in winter lines is the only feature at present, though booking for spring has been fair. Some of these spring prices are at new quotations and a number of new prices on staples are also in evidence.

Tariff changes are expected as a result of the war, and a somewhat uneasy feeling exists as to what hardware lines will come under the new regulations when the items are brought down at Ottawa when Parliament opens. Some imported goods are being booked, "subject to tariff changes."

Price changes of the month include: Readjustments in fishing tackle, which show an advance of 10 per cent.; packing, cotton waste, jute, and some rope and twine lines are at lower prices; there is a drop in iron pipe quotations, and new prices on Paris green and waste, and a tendency towards higher prices on cutlery. Many other items show easier tendencies and in not a few instances lower quotations.

Gunpowder has advanced in all grades, with the exception of blasting powder. A new list has been issued on tinnerns' rivets, which works out under the old discount rate at an advance of about 10 per cent.

\* \* \* \*

**Metal Markets.** If stronger prices indicate an improvement in the metal industrial situation then there is a better trade passing at present. It may be, however, that the month-end adjustments have much to do with this, as changing prices are expected on speculative metals.

Whether due to the war or not, prices at present are nearly all stronger. Tin, spelter and antimony advanced sharply towards the end of January, and galvanized sheets are decidedly firm. Tinware products are also strong. Solder is at good prices and copper is holding very firm.

From quiet business at the commencement of the new year the metal situation has developed an interesting epoch, and the high prices are somewhat puzzling. In the United States the iron and steel trade is slated for bigger business. The railways are buying and industrial plants are opening up. Steel mills report

better orders, but the extremely high ocean freight rates are interfering seriously with their export business.

Abroad, pig iron has advanced in Great Britain, and, of course, all metals on the continent are held at a high price, with very little trade passing. These advances abroad are responsible for the stronger tone here.

\* \* \* \*

**Heating Goods.** Trade in stoves and heating goods has declined greatly since the turn of the year. Travelers expect, however, to see more goods sold before the end of winter, owing to the small orders placed during the latter half of 1914.

\* \* \* \*

**Paints and Oils.** Spring booking is reported to have been good throughout the whole month of January, with immediate orders running light. The market has been unsettled, owing to the fluctuations in oil and turps and glass. In the case of the latter, speculation is indulged in as to what prices will obtain when the contemplated tariff changes go into effect.

The rising prices on linseed oil are one of the present features of the paint market, and the tendency is still upward. Orders are for small quantities. In turpentine the market is a little unsettled. A slightly better demand has improved conditions somewhat, but prices are not holding well together as yet.

The new 1915 Paris green prices have been issued. They show a slight falling off as compared with last year's quotations.

### New Prices on Iron Pipe

New and lower prices went into effect on standard wrought iron pipe towards the close of January. Discounts vary in proportion to size of order. These prices are for small quantities:

#### BUTTWELD

Size	Black	Galvanized
1/4 in. and 3/8 in.	\$ 2.07	\$ 2.97
1/2 in.	2.51	3.44
3/4 in.	2.88	4.03
1 in.	4.25	5.95
1 1/4 in.	5.75	8.05
1 1/2 in.	6.88	9.63
2 in.	9.26	12.95
2 1/2 in.	14.63	20.48
3 in.	19.13	26.78
3 1/2 in.	23.00	32.50
4 in.	27.25	38.15

#### LAPWELD

2 in.	\$ 10.75	\$ 14.43
2 1/2 in.	14.92	20.77
3 in.	19.51	27.16
3 1/2 in.	23.46	32.66
4 in.	27.80	38.70
4 1/2 in.	34.93	47.63
5 in.	40.70	55.50
6 in.	52.80	72.00
7 in.	73.78	99.96
8 in. x 25 lbs. per ft.	77.50	105.00
8 in. x 28 lbs. per foot	89.28	120.96
9 in.	106.95	144.90
10 in. x 23 lbs. per ft.	99.20	134.40
10 in. x 40 lbs. per ft.	127.70	173.04
12 in.	175.00	



# The Psychology of the Purchase

## CONSIDER THIS:

### First comes the *Need*, the *Desire*

Because of the desire to fill this need the results of the purchase are of vital interest to the purchaser—he is the keenest observer, making deductions that are inevitable and indisputable.

The failure of the article to satisfy signs the death warrant of goods of inadequate quality, likewise of the standing of the merchant who recommended them.

One such experiment in buying remains in the memory of the buyer as futile and wasteful.

He is wary next time almost to suspicion, and is ready even, if necessary, to pay more, remembering his last experience.

The product he now buys must be guaranteed,

*IT STANDS ALL TESTS!* All being right, he takes credit to himself for his wise purchase, and acclaims the virtue of the goods as his own.

He is constrained to advertise his success in his new purchase—proudly and with enthusiasm.

Generously he shares his knowledge with his neighbors and adds his personal weight to the makers' guarantee of the goods, and almost insists that they too should not risk buying a poor article.

He speaks highly of that merchant who sold the article, and does not rest until all in his environment are acquainted with the merits of *HIS* new discovery.

Thereafter, all competing products are non-existent to him—he will have none of them, and rests satisfied and convinced as to the policy of buying a good article.

*Such, in short, is the life history of the growth of the sale of Brandram's B. B. Genuine White Lead and every merchant in Canada who sells White Lead should consider this matter and stop at nothing short of selling the very*  
**BEST LEAD ON THE MARKET.**

Brandram's  
B.B.  
Genuine  
White  
Lead

**BRANDRAM-HENDERSON** LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



## PREVAILING MARKET PRICES.

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.		"Allaway's Best" — Standard Quality.	
Aluminum, ingots .....	0 22	I C, 14x20 base .....	4 65
Antimony, per lb. ....	0 18	I X, 14x20 base .....	5 65
Brass rods, ½ to 1 inch. .	0 22	I X X, 14x20 base .....	6 65
Sheets, up to 20 gauge. .	0 25	Bright Cokes, Bessemer Steel.	
Tubing 1 inch base. ....	0 24	I C, 14x20 base .....	4 50
Copper, ingots, casting. .	0 14½	Terne Plates.	
Sheets, plain, 14 oz. ....	0 29½	I C, 20x28, 112 sheets	7 40
base .....	0 29½	I X, Terne Tin .....	9 40
Sheets, tinned, 14 oz. ....	0 80½	Tinned Iron.	
base .....	0 87½	72x30 up to 24 gauge. .	9 50
Sheets, planished, 14 oz. .	0 87½	case lots .....	10 00
Sheets, braziers .....	0 29½	72x30 up to 26 gauge. .	10 00
Bars, round, ½ to 2 in. .	0 27½	case lots .....	10 00
Black Sheets, 28 gauge base,		Scrap Metal, Dealers' Buying	
Toronto .....	2 75	Prices—	
Montreal .....	2 70	Heavy Copper and Wire,	
Canada Plates—		lb. ....	0 09½
Ordinary, 52 sheets, To-		Light copper bottoms. .	0 09
ronto .....	3 00	Heavy red brass .....	0 07½
All bright, 52 sheets. .	4 00	Heavy yellow brass .....	0 07½
Galvanized Apollo Ordinary		Heavy lead .....	0 03½
18x24x52 .....	4 45	Light brass .....	0 05½
60 .....	4 70	Tea lead .....	0 03
20x28x80 .....	8 90	Scrap zinc .....	0 03½
20x28x80 .....	9 40	No. 1 wrought iron. .	6 00
Galvanized Sheets (Corrugated)		Machinery cast scrap	
10 p.c. off. ....		No. 1 .....	8 75
22 gauge, per square. .	6 75	Store plate .....	9 00
24 gauge, per square. .	5 50	Malleable .....	9 00
26 gauge, per square. .	4 25	Miscellaneous steel ..	6 00
28 gauge, per square. .	4 00	PAINTS AND GLASS	
Galvanized Sheets, Fleur de Lis		Barn Paint, barrel lots—	
Head .....		Gallon tins .....	80 90
16-20 gauge ..	3 45	Chemicals, in casks, per lb.—	
22-24 gauge ..	3 55	Arsenate of lead .....	0 17½
26 gauge .....	3 90	Sulphate of copper (blue	
28 gauge .....	4 10	ston) .....	0 07
10½ oz., equal to 28		Litharge, ground .....	0 07
Eng. ....	3 80	Litharge, flaked .....	0 07½
Iron Pipe, per 100 feet—		Green copperas (green	
Black base, 1 inch .....	4 51	vitriol) .....	0 01
Galvanized base, 1 inch	6 21	Sugar of Lead .....	0 09
Iron Pipe Fittings—		Colors in Oil—	
Canadian malleable, 40; cast		Venetian red, 1-lb. tins,	
iron, 65; standard bushings, 70;		pure .....	0 12
headers 60; flanged unions, 65;		Chrome, yellow, pure ..	0 28
malleable bushings, 65; nipples,		Golden ochre, pure .....	0 14
77½; malleable lipped unions,		French ochre, pure .....	0 12
65. ....		Chrome green, pure .....	0 11
Soil Pipe and Fittings—		French permanent green,	
Medium and extra heavy pipe		pure .....	0 15
up to 6 inch, 65 and 10; 7 and		Marine black, 25 lb.	
8 in. pipe, 45. ....		irons .....	0 06
Bar Iron, per 100 lb. ....	2 00	Signwriters' black, pure	0 20
Forged iron .....	2 85	Glue, in sheets .....	0 10
Refined horseshoe iron. .	2 40	1 lb. pkgs (Brantford)	0 25
Sleigh shoe and mild		Petroleum—	
steel .....	2 25	Can. prime white, gal. .	0 13½
Iron finished steel .....	2 50	U.S. water white .....	0 17
Tire steel .....	2 20	U.S. Pratt's astral ..	0 17½
High speed steel .....	0 65	Castor oil, per lb., in	
Lead, Canadian pig .....	5 00	bbis. ....	0 08
Bar pig .....	5 75	Motor Gasoline, single	
Sheets, base, 2½ lbs. sq.		bbis. ....	0 18½
ft. ....	7 50	Benzine, per gal., single	
Pipe and waste .....	9 00	bbis. ....	0 17
Traps and bends .....	40 p.c.	Putty—	
Solder, half and half, lb.	0 23	Bulk, 100 lb. drums. .	2 60
Spelter, foreign, per 100		Bladders in barrels ..	2 90
lb. ....	6 25	Ready Mixed Paints—	
Sheet zinc .....	8 00	Per gal., qt. tins 1 65	2 00
Tin, ingots, 100 lbs. ....	35 00	Red Lead (Dry)—	
Tin Plates, charcoal—		Genuine, 560 lb. casks,	
M L S, Famous (equal Bradley)		per cwt. ....	6 40
Per box .....		Genuine, 100 lb. kegs,	
I C, 14x20 base .....	7 00	per cwt. ....	6 75
I X, 14x20 base .....	6 00	Shingle Stains—	
I X X, 14x20 base .....	7 00	In 5-gallon buckets ..	1 15
"Dominion Crown Best"—Re-		Turpentine and Linseed Oil—	
tinued. ....		Pure Turpentine, single	
I C, 14x20 base .....	7 00	barrels .....	0 68
I X, 14x20 base .....	8 25	Linseed Oil, single bar-	
I X X, 14x20 base .....	9 50	rel, raw .....	0 56
		Linseed Oil, single bar-	
		rel, boiled .....	0 59
		Zosin, "G" grade, bbl.	
		per 280 lbs. ....	7 00

Varnishes, per gal. cans—	
Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing .....	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 60
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90
Canadian pure, .....	8 30
ton lots .....	9 55
Canadian pure, less than	
tons .....	8 50
9 75	
White Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. .	0 07½
Pure, in 25-lb. irons (in	
oil) .....	0 10
Window Glasses—	
United Inches	Star D.D.
Under 26 .....	6 50 8 60
26 to 40 .....	7 00 10 00
41 to 50 .....	7 40 11 70
51 to 60 .....	8 00 12 00
61 to 70 .....	8 75 12 75
71 to 80 .....	9 50 13 85
81 to 85 .....	10 50 17 50
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c.	
Miscellaneous —	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 08½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	2 25
Paris white, bbls. ....	0 90
Whiting, gliders, bolted	1 20
Whiting, plain .....	1 00
HEAVY HARDWARE	
Anvils, Taylor-Forbes ...	0 05%
Chain—Proof coil, per 100 lb.: ¼	
in., \$6.00; 5-16 in., \$5.20; ¾	
in., \$4.45; 7-16 in., \$4.20; 1	
in., \$3.90; 9-16 in., \$3.90; 1	
in., \$3.80; ¾ in., \$3.65; 1 in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable, ..	
135 lbs. ....	9 85
Horse Nails—	
\$2.60 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	
Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85. "X.L." feather	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	
Wire Nails, base .....	2 05
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	
Annealed Wire, base \$2.50.	
Hay Baling Wire—No. 12 and 18,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent., other	
lengths 20c. per 100 lbs. extra.	
Clothes Line Wire—No. 19, \$2.70	
per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—100 stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—2-in. mesh, 19	
w.g., 60 off.	
Smooth Steel Wire—Base, \$2.80	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 35
Galvanized, plain twist 2 40	
Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized .....	2 85
Plain .....	2 60
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50
Blacksmiths', 60; parallel, 45	
per cent.	
GENERAL HARDWARE	
Adzes—Carpenters' .....	
per doz. ....	12 50 14 00
Axes—Single bit, .....	
per doz. ....	6 75 9 50
Samson .....	9 00
Double bit, per	
doz. ....	10 50 12 50
Bench axes .....	9 00 12 00
Broad axes .....	22 75 25 00
Hunters' axes. ....	5 00 6 00
'Boys' axes .....	5 75 6 50
L a t h i n g	
hatchets .....	4 70 10 00
Shingle hatchets 1 45 6 75	
Claw hatchets. ....	1 70 6 00
Barrel hatchets 5 50 6 85	
Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
50, 10 & 2½ per cent.; B.B.	
caps, 50, 10 and 2½ per cent.;	
Centre Fire Pistol Cartridges, 20	
and 2½ per cent.; Centre Fire	
Sporting and Military Car-	
tridges, 10 per cent.; Primers,	
10 and 2½ per cent.; Brass	
Shot Shells, 45 and 12½ per	
cent.; Shot Cartridges, discount	
same as ball cartridges.	
Crown Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 30	
and 10 per cent.	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net	
extras as follows: chilled 40c.;	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ¼c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47½; Clark's expansive, 40.	
Jennings' Gen. auger net list.	
Tobin High Speed, 50 and 5;	
Tobin Never-Choke, 50 and 5.	
Barn Door Hangers—	
Double straphangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel track, 1 x 3-16 in.	
(100 ft.) .....	8 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
52½ and 12½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent.	
Machine bolts, ¾ and less, 70	
and 5 per cent.	
Machine Bolts, 7-16 and up,	
60 and 5 per cent.	
Plough Bolts, 55, 10 and 5 per	
cent.	
Bolt Ends, 60 and 5 per cent.	
Blank Bolts, 57½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62½ per cent.	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12½ per cent.	
Coach Screws, new list, 75	
and 5 per cent.	
Nuts, square, all sizes, 4½ c. per	
lb. off.	
Nuts, hexagon, all sizes, 4½	
per lb. off.	
Stove rods, per lb., 5¼c. to 6c.	
Stove bolts, 80 and 7½.	



## "Bigger Dividends Than Any Other Varnishes"



F. F. BALDWIN, President

### The Baldwin Paint and Supply Company

Glass, Oils, Brushes, Varnishes, Paint and Paint Specialties

Successors to  
Johnson-Woodbridge Co. No. 2248 Massachusetts Ave.  
(NEW PHONE 1908)

Indianapolis, Ind. December 21, 1914.

Pratt & Lambert, Inc.,  
Buffalo, N. Y.

Gentlemen:

In selling your line of varnishes, etc., we have been so very successful that we feel like writing you about our experience as represented by facts.

We are giving your varnish line liberal representation in our store for the reason that we feel it pays bigger dividends in return for the effort we put back of it than any other varnishes offered on the market.

Our sales on Pratt and Lambert varnishes have shown a steady increase from year to year, far above - we believe - what we could hope to show on any other line of varnishes.

We attribute this steady growth in our sales to your comprehensive advertising to the general consuming public in the leading magazines, to the painters throughout the country with your house organ "Varnish Talks", together with the very effective direct work with the architects, home builders, etc., that you are doing.

The fact that Pratt and Lambert's line of varnishes, etc., is so well and favorably known makes it - we believe - the most profitable line of varnish for us to push the sale of.

Very truly yours,

THE BALDWIN PAINT &amp; SUPPLY CO.

By *F. F. Baldwin*

"Everything Right"

**H**ERE'S a man who has a mighty successful varnish department. He's an experienced paint and varnish man. When he says that Pratt & Lambert Varnishes pay bigger dividends than other Varnishes, *it goes!* Read what he says, then profit by it, by writing for

### Complete Pratt & Lambert Dealers' Proposition

Pratt & Lambert-Inc.  
30 Courtwright Street  
Bridgeburg, Ont.

# Pratt & Lambert Varnish Proposition

## Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario    New York    Buffalo    Chicago    London    Paris    Hamburg



<b>Bells</b> —Door bells, push and turn, 45 and 10 per cent. Cow bells, 65 per cent. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells, No. 1, \$1.65.	<b>Hammers</b> —Tack, iron, doz. 0 85 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers' hammers, 10 oz., doz. 5 50 Tinners' setting, ½ lb., doz. 4 50 Machinists, ½ lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 06 Sledge, Masons, 5 lbs. and over 0 06 Sledge, Napping, up to 2 lbs. 0 09	<b>Cotton clothes line, 18 off.</b> Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 19 Wrapping, cotton, 4-ply twine 0 21½ Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35	and 10; cheese box tacks, 37½; trunk tacks, 80 and 20; straw-berry box tacks, 80 and 10. <b>Thermometers</b> —Tin case and dairy, 75 to 75 and 10 p.c. <b>Tinners' Snips</b> —35 per cent. <b>Tinners' Trimmings</b> —45 per cent. Plain and retinned, 72 and 5. <b>Traps (steel game)</b> —Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. Victor, 60 and 5 per cent. Oneida Jump (Star), 50, 10, and 5 per cent. <b>Wheelbarrows</b> —Navy, steel wheel, dozen 21 00 Garden, steel wheel, doz. 32 40 <b>Wrought Iron Washers</b> —Canadian, 45 per cent.
<b>Building Paper, Etc.</b> — Tarred slater's paper, per roll 0 95 O. K. paper, No. 1, per roll 0 95 Plain Fibre, No. 1, per 400 ft. roll 0 50 Tarred Fibre, No. 1, per 400 ft. roll 0 62 Tarred Fibre Cyclone, 25 lb., per roll 0 62 Dry Cyclone, 15 lbs. 0 50 Plain Surprise, per roll. 0 42 Resin sized Fibre, per roll 0 42 Asbestos building paper, per 100 lbs. 3 25 Heavy straw, plain & tarred, per ton 86 00 Carpet Felt, per 100 lbs. 2 60 Tarred wool roofing felt, per 100 lb. 2 00 Pitch, Boston or Sydney, per 100 lbs. 0 85 Pitch, Scotch, per 100 lbs. 0 85 Heavy Fibre, 32 & 60, per 100 lbs. 8 00 2 ply Ready Roofing, per square 0 75 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 35 Liquid Roofing Cement, bbl., per gal. 0 17 Liquid Roofing Cement, tins 0 19 Crude Coal Tar, per barrel 4 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 5 00 Shingle Varnish, per bbl. 5 00 Caps, per lb. 0 05 Nails, per lb. 0 05 Mop, cotton, per lb. 0 17	<b>Harvest Tools, 50 p.c.</b> — Samson, best quality, 47½ p.c. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 40 and 10 per cent. Lawn rakes, net. <b>Hinges</b> —Blind, 50 per cent. Heavy T and strap discount, 40 and 10 per cent. Light T and strap, 70 p.c. Screw hook and hinge, \$4.25, \$5.00. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. <b>Hinges (Spring)</b> —Per gross—No. 5, \$18.00 No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40. <b>Hooks</b> —Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c. <b>Ladders</b> —3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c. Extension ladders 15c. per foot up. <b>Lanterns</b> —No. 2 or 4 Plain Cold Blast, per doz., \$7.00. Lift Tubular and Single Plain, per doz., \$5.25. Japanning, 50c. per dozen extra. Prism Globes, per dozen, \$1.20. Lamp wick, 50 per cent. <b>Lawn Hose</b> —Competition grade, 70 and 10. <b>Locks and Keys</b> —Canadian 50 and 10 per cent. <b>Mallets</b> —Tinmiths', 2½ x 5½ in., per doz. 1 65 Carpenters', round hickory, 6 in. 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 <b>Mattocks</b> —6 lb., 18 inch, 36 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers, 16½c. per lb. Drilling hammers, 6 cents per lb. Crowbars, 3½ cents per lb. <b>Oilers</b> —Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 45 p.c. Zinc and tin, 45 p.c. Coppered oilers, 45 p.c. Brass oilers, 45 p.c. Malleable, 25 p.c. <b>Planes</b> —Wood bench, Canadian, 15, American, 25 p.c. Wood, fancy, 30 to 35 per cent. <b>Rope and Twine</b> — Sisal rope 0 09½ Pure Manila rope 0 14 "British" Manila 0 11 Cotton, 3-16 inch and larger 0 21 Russia Deep Sea 0 20 Jute 0 12½ Lath Yarn, single 0 08½ Lath Yarn, double 0 09½ Sisal bed cord, 48 feet, per doz. 0 72 Sisal bed cord, 60 feet, per doz. 0 90 Sisal bed cord, 72 feet, per doz. 1 08	<b>Sad Irons</b> —Mrs. Potts, No. 55, polished, per set 0 78 Mrs. Potts, No. 50, nickel-plated, per set 0 85 Mrs. Potts, handles, japanned, per gross 9 00 Common, plain 5 00 Common, plated 5 50 Asbestos, per set 1 50 <b>Sand and Emery Paper, 40 p.c.</b> <b>Sash Weights</b> — Sectional, ½ lb. each, per 100 lbs. 2 25 Solid, 3 to 30 lbs. 1 60 <b>Sash Cord</b> —No. 3, per lb. 0 80 <b>Screws</b> —Wood, F. H., bright and steel .85 10 7½ 10 5 Wood, R. H., bright .80 10 7½ 10 5 Wood, F. H., brass .75 10 7½ 10 5 Wood, R. H., brass .70 10 7½ 10 5 Wood, F. H., bronze .70 10 5 10 Wood, R. H., bronze .65 10 5 10 Drive screws .65 10 5 10 Set, case hardened .60 and 10 Square cap .50 and 05 Hexagon cap .45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. <b>Screws (Machine)</b> — Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. <b>Shovels and Spades</b> — Canadian, No. 1, 60; No. 2 grade, 55 and 2½ p.c. No. 3 and 4 grade, 45 per cent. <b>Soldering Irons</b> — Base, per lb., 28 cents. <b>Sap Spouts</b> — Bronzed Iron with hooks, per 1,000 6 00 Eureka tinned steel hooks, per 1,000 8 00 <b>Staples</b> — Poultry netting, 100 lbs. 6 70 Bed, 100 lbs., No. 14. 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. Bright spear point, 75 per cent. <b>Stovepipes</b> — 5 & 6 in., per 100 lengths 8 50 7 inch, per 100 lengths. 9 00 Nestable, 40 per cent. 5 and 6-inch elbows, per doz. 1 46 7-inch elbows, per doz. 1 64 Thimbles, 70 p.c. <b>Carpet tacks</b> —Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	<b>Wire Cloth</b> —Painted Screen, in 100-ft. rolls, \$1.55 per 100 sq. ft.; in 50-ft. rolls, \$1.80 per 100 sq. ft. <b>Wire Door Mats</b> —16 x 24, doz., \$9.00. <b>HOUSEFURNISHINGS.</b> <b>Stoves and Ranges</b> — Gas ranges, 50 per cent. Stoves and ranges, 50 and 5 per cent. Furnaces, 45 per cent. Registers, 70 and 10 per cent. <b>Range Boilers</b> —30-gallon, Standard, \$4.75; extra heavy, \$7.00. <b>Kitchen Sinks</b> —Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.85. Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36 \$4.15. <b>Enameled Ware</b> —White ware, 75 per cent. London and Princess, 50 per cent. Canada, Diamond, Premier, 50 and 10 p.c. Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent. Premier steel ware, 60 and 10 p.c. Star decorated steel and white, 33½ per cent. Hollow ware, tinned cast, 40 per cent. off. Enamelled street signs, 50 per cent. <b>Copper Ware</b> —Copper boilers, kettles, 50 p.c. Copper tea and coffee pots, 50 per cent. Copper potts, 30 and 5 per cent. <b>Galvanized Ware</b> —Dufferin pattern pails, 50 per cent. Flaring pattern, 50 per cent. Galvanized washtubs, 50 p.c. <b>Pieced Ware, 35 per cent.</b> — Copper bottom tea kettles and boilers, 35 per cent. Coal hods, 40 per cent. Boiler and tea kettle potts, 40 per cent. <b>Stamped Ware</b> —Plain, 72½ and 5 per cent. Retinned, 72½ and 5 per cent. <b>Silverware</b> —Hollowware, 40, flatware, 40 and 10. <b>Churns</b> —No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$12; No. 5, \$16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent. <b>Washing Machines</b> — New Ontario 41 35 Round, re-acting, per doz. 73 75 Square, re-act., per doz. 77 50 Dowdell 52 50 New Century, Style A. 101 25 Ideal Power 180 00 Daisy 73 25 Stephenson 74 00 Puritan Motor 165 00 Connor, improved 52 50 Ottawa 55 00 Connor Ball Bearing 113 50 Connor Gearless Motor Washer 180 00 <b>Wringers</b> — Royal Canadian, 11 in., doz. 45 25 Eze, 10 in., per doz. 51 75 Bicycle, 11 inch 56 25 Trojan, 12 inch 100 00 Challenge, 3 year, 11 inch 48 75 Ottawa, 3 year, 11 inch 54 00 Favorite, 5 year, 11 inch 57 75 20 per cent.
<b>Butts</b> —Plated, bower barff & nickel, 45 per cent. Wrought brass, 45 per cent. off revised list. Cast iron loose pin, 60 per cent. Wrought steel, fast joint and loose pin, 70 and 5 per cent. <b>Cement</b> —Portland, bags per bbl. 1 55 1 68 <b>Cold Chisels, 5 x 6 in. doz. 2 20</b> Bevel edge, 1 inch, doz. 2 50 <b>Conductor Pipe</b> — 2 inch, in 10 ft. lengths. 3 45 3 " " 4 20 4 " " 5 53 5 " " 7 60 6 " " 9 25 <b>Door Knobs</b> —Canadian, 45 per cent. Porcelain, mineral and jet knobs, net list, plus 5c. <b>Door Sets</b> —Canadian, 50 per cent. Door pulls, 60 per cent. <b>Door Hangers (Parlor)</b> — Single sets, each 1 80 Double sets, each 2 25 Unbreakable rail, 100 feet 5 00 <b>Draw Knives</b> — Carpenters' 6 inch, doz. 5 25 Holding handles, 8 in., doz. 1 80 Folding handles, 8 inch, doz. 1 80 <b>Escutcheon Pins</b> —Steel, discount 50 per cent. Brass, 50 per cent. <b>Havetrough</b> — 8 in. in 100 ft. lengths. 3 02 10 " " 3 80 12 " " 3 88 15 " " 5 53 <b>Factory Milk Cans</b> — Milk cans and pails, 35 p.c. Hand delivery and creamery cans, 35 p.c. Railroad and cream cans and taps, 40 and 12½ p.c. Creamery trimmings, 20. <b>Files and Rasps</b> — Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66½; Jowett's (English list) 27½, Delta 65.			



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There's a real profit for you in every sale of Moore's House Colors. You make more money and your customer gets as good a Pure Linseed Oil Paint as can be manufactured. Why not write us about this line, give us an opportunity to show you how your paint department can make a bigger profit.

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Ads under this head 25 cents per line. Four lines once for \$1.00, three times for \$2.00. Cash must accompany order. No accounts booked.

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Traveler with automobile has first class connection with best hardware trade in Toronto is in position to represent good house on commission basis or salary and commission. Box 301. 3/2/15

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¶ You can't buy any better anywhere. ¶ Quality proved by comparison. ¶ Send for samples and price lists. ¶ We will have a representative at the Retail Hardware Convention at Toronto, Feb. 24th and 25th. ¶ Meanwhile our representatives are calling on the Wholesale Trade—you will find them ready to fill your orders.

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ronto.

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Canadian Yale & Towne, Ltd., St.  
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ilton.

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Taylor-Forbes Co., Guelph.

**BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOLTS AND NUTS**  
Stanley Works, New Britain, Conn.  
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ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
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Charles Morrill, New York, N.Y.

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E. C. Atkins & Co., Indianapolis.  
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Toronto.

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B. Greening Wire Mfg. Co., Ham-  
ilton.

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**CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.

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Taylor-Forbes Co., Guelph.

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ilton.

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Taylor-Forbes Co., Guelph.

**CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.

**COAL CHUTES**  
Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co.,  
Tweed.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.  
Metal Shingle & Siding Co., Pres-  
ton.

**COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**COBBLER SETS**  
Taylor-Forbes Co., Guelph.

**COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.

**CONDUCTOR PIPE**  
See Eavetrough.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**CORDAGE AND TWINE**  
Scythies & Co., Toronto.

**Consumers Cordage Co., Montreal.**

**CORNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.

**Brown Boggs Co., Hamilton.**

**COTTER PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**COTTON DUCK AND WASTE**  
Scythies & Co., Toronto.

**COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.

**COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
Luffkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.

**COW EASE**  
Carpenter, Morton Co., Boston,  
Mass.

**COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.

**McKinnon Chain Co., St. Cath-  
arines.**

**CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



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Under the trade mark of this house—which has been established since 1842, is manufactured everything for the use of the painter or the man who does his own painting. Ramsay's Ready Mixed Paints are Dominion-standard—they cover the most—give unusually long wear—and make a friend for you of every user you sell them to.

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When we originated Germantown Lamp Black at our factory in Germantown, Philadelphia, we little realized that it would become the STANDARD of the Trade and that in order to market their Blacks every other manufacturer would have to use that name, or else make something better.

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Dealers can obtain their supply of

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Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

The Pedlar People, Oshawa.

#### CURRY COMBS

Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

#### CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

#### CUTLERY

Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Onelda Community, Ltd., Niagara  
Falls, Ont.

Landers, Frary & Clark, New Brit-  
tain, Conn.  
Sanderson Percy & Co., Toronto.

#### OUT SOLES

Beardmore & Co., Toronto.

#### DAMPERS

Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.

James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.

#### DEEP WELL POWER HEADS

Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

#### DISINFECTANTS

Williams Chemical Co., Russell.  
DISPLAY AND WALL CASES  
Walker Bin & Store Fixture Co.,  
Berlin.

Cameron & Campbell, Toronto.

#### DISPLAY RACKS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### DIES

Armstrong Mfg. Co., Bridgeport,  
Conn.

#### DOOR CHECKS

Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.

Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

#### DOOR HANGERS—Parlor

Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

#### DOOR MATS—Cocoa Fibre

Meakins & Sons, Hamilton.

#### DOOR MATS—Rubber

Gutta Percha & Rubber, Ltd., To-  
ronto.

#### DOOR MATS—Wire

Kuhne & Anderton, Port Hope.  
Canada Wire & Iron Goods Co.,  
Hamilton.

Barton Netting Co., Windsor.

#### DOORS AND WINDOWS

McFarlane-Douglas Co., Ottawa.  
A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### DRAW KNIVES

Allan Hills Edge Tool Co., Galt.

#### DRILLS—Breast and Bench

North Bros. Mfg. Co., Philadel-  
phia.

#### DRY COLORS

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Mont-  
real.

A. Ramsay & Son, Montreal.  
Sanderson Percy & Co., Toronto.

#### DRIVE WELL POINTS

Otterville Mfg. Co., Otterville.

#### DUSTLESS DUSTERS

Tarbox Bros., Toronto.

BAVETROUGH AND CONDUCT-  
OR PIPE

Metal Shingle & Siding Co., Pres-  
ton.

Thomas Davidson Mfg. Co., Mont-  
real.

McFarlane-Douglas Co., Ltd., Ot-  
tawa.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

A. Welch & Son, Toronto.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

E. T. Wright Co., Ltd., Hamil-  
ton.

#### EDGE TOOLS

Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

Welland Vale Mfg. Co., St. Cath-  
arines.

#### EGG CRATES

Wm. Cane & Son, Newmarket.

#### EGG TESTERS

Burrowes Mfg. Co., Toronto.

#### ELECTRIC FLASHLIGHTS

Canadian Ever Ready Works, To-  
ronto.

Interstate Electric Novelty Co.,  
Toronto.

Metal Specialties Co., Chicago, Ill.

#### ELECTRIC LIGHT FIXTURES

James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

#### ELECTRIC IRONS, ETC.

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

Chicago Flexible Shaft Co., Chi-  
cago.

Landers, Frary & Clark, New  
Britain, Conn.

Duncan Electric Co., Montreal.

Radiant Electric Co., Grimsby.

#### ELECTRIC LAMPS

Northern Electric Co., Montreal.

Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

Ontario Lantern & Lamp Co.,  
Hamilton.

#### ELECTRIC MANTEL GRATES

Radiant Electric Co., Grimsby.

Barton Netting Co., Windsor.

#### ELECTRIC RADIATORS

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

#### ELECTRIC RANGES

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

#### ELECTRIC BATTERIES

Canadian Fairbanks-Morse Co.,  
Montreal.

Radiant Electric Co., Grimsby.

#### EMERY GRINDERS

James Morrison Brass Mfg. Co.,  
Toronto.

#### EMERY POWDER

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

#### ENAMEL SIGNS

McClary Mfg. Co., London.

#### ENAMELED WARE

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

Stamped & Enameled Ware, Hes-  
peler.

#### ESCUTCHEON PINS

Steel Co. of Canada, Ltd., Hamil-  
ton.

#### EXPANSION BOLTS

Richards-Wilcox Canadian Co.,  
London.

#### EXPRESS WAGONS—Boys'

Canadian Buffalo Sled Co., Pres-  
ton.

Gendron Mfg. Co., Toronto.

#### EXTENSION LADDERS

Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toron-  
to.

#### FARM TANKS

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

#### FARM TROUGHS

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

#### FASTENERS—Door, Sash

Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.

#### FENCING—Woven Wire

McGregor Banwell Fence Co., Wal-  
kerville.

Steel Company of Canada, Hamil-  
ton.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

Canadian Steel & Wire Co., Ham-  
ilton.

#### FENCING—Picket Wire

McFarlane Ladder Works, Toron-  
to.

#### FILES AND RASPS

Henry Disston & Sons, Toronto.

Nicholson File Co., Port Hope.

G. & H. Barnett Co., Philadelphia.

Simonds Canada Saw Co., Mont-  
real.

#### FILTERS—Water and Oil

James Morrison Brass Mfg. Co.,  
Toronto.

FIREPROOF DOORS AND WIN-  
DOWS

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### FIREPLACE GRATES

Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville,  
N.B.

Barton Netting Co., Windsor.

James Stewart Mfg. Co., Wood-  
stock.

Taylor-Forbes Co., Guelph.

Canada Wire & Iron Goods Co.,  
Hamilton.

#### FIRE BUCKET TANKS

Metal Shingle & Siding Co., Pres-  
ton.

A. B. Ormsby Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

#### FIRE DOOR HARDWARE

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Pres-  
ton.

#### FIRE EXTINGUISHERS

Metal Shingle & Siding Co., Pres-  
ton.

#### FLAGS

Scythes & Co., Toronto.

J. J. Turner & Son, Peterboro.

FLOOR AND WALL THIMBLES

Metal Shingle & Siding Co., Pres-  
ton.

#### FORCE CUPS—Rubber

Gutta Percha & Rubber, Ltd., To-  
ronto.

#### FOUNDEY SUPPLIES

B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,  
Hamilton.

#### FORKS—Hay

Welland Vale Mfg. Co., St. Cath-  
arines.

#### FOOD CHOPPERS

Maxwells, Ltd., St. Mary's.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

McClary Mfg. Co., London.

#### FOOT WARMERS

Chicago Flexible Shaft Co., Chi-  
cago.

#### FURNACES—Plumbers'

James Morrison Brass Mfg. Co.,  
Toronto.

#### FURNACES—Hot Air

Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-  
ton.

Can. Heat & Vent. Co., Owen  
Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespeler.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Wood-  
stock.

#### FURNITURE SLIDES

Onward Mfg. Co., Berlin.

#### GALVANIZED IRON

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

B. & S. H. Thompson, Montreal.

M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

McFarlane-Douglas Co., Ottawa.

A. Welch & Son, Toronto.

#### GALVANIZED NETTING

B. Greening Wire Co., Hamilton.

#### GARAGES—Metal

The Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
ton.

#### GARBAGE CANS

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.

Steel Trough & Machine Co.,  
Tweed.

#### GARDEN AND PARK SEATS

Stratford Mfg. Co., Stratford.

#### GARDEN HOSE

Gutta Percha & Rubber, Ltd., To-  
ronto.

#### GAS IRONS

McClary Mfg. Co., London.

#### GAS OVENS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### GAS RANGES

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.

Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Wood-  
stock.

Supreme Heating Co., Welland.

#### GAS FIXTURES

James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

#### GAS WATER HEATERS

Moffat Stove Co., Weston.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

Burrow, Stewart & Milne, Hamil-<



**HATCHETS**

James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.

**HOCKEY STICKS**

Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HORSE CLIPPING MACHINES**

B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**

Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**

Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**

Invincible Renovator Co., Toronto.

Onward Mfg. Co., Berlin.

**HOSE REELS**

Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**

Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**

Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**

McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**

James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**

M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.

**IRONING AND BAKE BOARDS**

Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**

Taylor-Forbes Co., Guelph.

**KEY BLANKS**

Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**

E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

**KNIVES—Planer, Paper-cutting**

Simmons Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

**LADDERS**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Incandescent**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPGLASS**

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**

Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**

James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAWN FENCING**

McGregor Bauwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**

Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**

Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**

Beardmore & Co., Toronto.

**LINOLEUMS**

Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**

Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**

Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**

Cummers-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**

James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**METAL CEILINGS AND WALLS**

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Metal Shingle & Siding Co., Preston.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**

Meakins & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**

Metal Shingle & Siding Co., Preston.

**METAL LATHS**

Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MIRRORS**

Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinsinger & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**

Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**

Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**

A. Ramsay & Son Co., Montreal.

Scythies & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Boiled**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**

Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**

S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**



**PLATES AND HOOKS**

Canadian Yale & Towne, Ltd., St. Catharines.

Bommer Brothers, Brooklyn.

**PLOWS Grading**

Meaford Wheelbarrow Co., Meaford.

**PLIERS**

Crescent Tool Co., Jamestown, N. Y.

James Morrison Brass Mfg. Co., Toronto.

Smith & Hemenway, New York.

**PLUMBS AND LEVELS**

Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**

Taylor-Forbes Co., Guelph.

Stanley Rule & Level Co., New Britain, Conn.

**POLISHES**—Furniture and Wood

G. F. Stephens & Co., Winnipeg.

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

Sanderson Pearcey & Co., Toronto.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Stuart & Foster, Toronto.

**POLISHES**—Metal and Stove

Sherwin-Williams Co., Montreal.

Canada Paint Co., Montreal.

Martin-Senour Co., Montreal.

Nickel Plate Polish Co., Windsor.

Ronuk, Ltd., Toronto.

**POLISHING BRUSHES**

Boeckh Bros., Ltd., Toronto.

Meakins & Sons, Hamilton.

**POST HOLE DIGGERS**

Otterville Mfg. Co., Otterville.

**POULTRY NETTING**

B. Greening Wire Co., Hamilton.

Imperial Steel & Wire Co., Collingwood.

McGregor Banwell Fence Co., Walkerville.

**PULLEYS**

Canadian Fairbanks-Morse Co., Montreal.

Taylor-Forbes Co., Guelph.

**PUMPS**

Metal Shingle & Siding Co., Preston.

James Morrison Brass Mfg. Co., Toronto.

Beattie Bros., Fergus, Ont.

Heller-Aller Co., Windsor.

Canadian Fairbanks-Morse Co., Montreal.

Dayton Pump & Mfg. Co., Dayton, Ohio.

**RAKES**

Welland Vale Mfg. Co., St. Catharines.

**RASPS**

Nicholson File Co., Port Hope.

**RAZORS**

Arch. McFarlane, Montreal.

Dorken Bros., Montreal.

Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**

Thos. Davidson Mfg. Co., Montreal.

Lewis Bros., Ltd., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Sanderson-Harold Co., Paris.

**REGISTERS**—Hot Air Furnace

Canadian Heating & Ventilating Co., Owen Sound.

Burrow, Stewart & Milne, Hamilton.

Clare Bros., Preston.

Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

James Stewart Mfg. Co., Woodstock.

Galt Stove & Furnace Co., Galt.

Kir-Ben, Ltd., Almonte.

Tuttle & Bailey Mfg. Co., Bridgeburg.

Hamilton Stove & Heater Co., Hamilton.

**RIVETS**

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Hamilton.

**RIFLES**—Sporting and Military

Ross Rifle Co., Quebec.

See also Guns and Rifles.

**ROD COUPLINGS**

Otterville Mfg. Co., Otterville.

**ROPE**

Scythes & Co., Toronto.

Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**

Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**

Prantford Roofing Co., Brantford.

Patterson Mfg. Co., Toronto.

H. S. Howland Sons & Co., Toronto.

Canadian Supply & Contracting Co., Toronto.

**ROOFING SUPPLIES**

E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**

Winnipeg Ceiling & Roofing Co., Winnipeg.

McFarlane Douglas Co., Ottawa.

**RUBBER GASKETS**

Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**

Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**RUBBER BOOT REPAIRS**

Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES—Boxwood**

Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**SAD IRONS—Mrs. Potts'**

Taylor-Forbes Co., Guelph.

**SAD IRONS—Gas and Gasoline**

McClary Mfg. Co., London.

H. W. Knight & Bros., Toronto.

Taylor-Forbes Co., Guelph.

**SAD IRONS—Asbestos Lined**

Iover Mfg. Co., Canal Dover, Ohio.

Chicago Hardware Foundry Co., Chicago, Ill.

**SAFES AND VAULTS**

Canadian Fairbanks-Morse Co., Montreal.

**SAFETY RAZORS AND BLADES**

Gillette Safety Razor Co., Montreal.

Auto-Strip Safety Razor Co., Toronto.

**SALAMANDERS**

Gurney Foundry Co., Toronto.

**SANDPAPER**

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

**SAND SCREEN**

Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**

Superior Mfg. Co., Hageraville.

Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Taylor-Forbes Co., Guelph.

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

**SASH CENTRES**

Taylor-Forbes Co., Guelph.

**SASH LIFTS**

Stanley Works, New Britain, Conn.

**SASH PINS**

Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHT—Lead**

Canada Metal Co., Toronto.

**SAWS**

E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Montreal.

Shurly-Dietrich & Co., Galt.

Henry Disston & Sons, Toronto.

**SAW HORSES—Folding**

McFarlane Ladder Works, Toronto.

**SAW SETS**

Taylor-Forbes Co., Guelph.

Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

Chas. Morrill, New York.

E. C. Atkins & Co., Hamilton.

**SCALES—Weighing**

Canadian Fairbanks-Morse Co., Montreal.

Burrow, Stewart & Milne, Hamilton.

**SCRAPERS**

Stanley Rule & Level Co., New Britain, Conn.

Meaford Wheelbarrow Co., Meaford.

Taylor, Forbes Co., Guelph.

**SCREEN AND STORM DOOR LATCH**

Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**

B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**

Sanderson Harold Co., Paris.

**SCREEN DOOR SETS**

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**SCREWS**

P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**

Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**

Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**

Cowan & Britton, Ltd., Gananoque.

Henry Disston & Sons, Toronto.

North Bros. Mfg. Co., Philadelphia.

Stanley Rule & Level Co., New Britain, Conn.

**SCREW PLATES**

Wells Bros. & Co., Ltd., Galt.

Butterfield Co., Rock Island, Que.

**SCYTHES AND HAY KNIVES**

Welland Vale Mfg. Co., St. Catharines.

**SHEARS—Sheet Metal**

Fleck, Stow & Wilcox Co., Cleveland, Ohio.

**SHEET METAL SPECIALTIES**

Burrows Mfg. Co., Toronto.

Fairgrieve Metal & Stamping Co., Toronto.

Soren Bros., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**SHELF BOXES AND CABINETS**

Cameron & Campbell, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**SHELF SUPPORTS**

Chicago Hardware Foundry Co., Chicago, Ill.

**SHEEP SHEARING MACHINES**

Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**

Sherwin-Williams Co., Montreal.

**SHOT**

Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**

Remington Arms U.M.C. Co., Windsor.

**SHOT SHELLS**

Remington Arms U.M.C. Co., Windsor.

Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**

Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

**SILVERWARE**

Canadian Rogers Co., Toronto.

Oneida Community, Ltd., Niagara Falls, Ont.

**SKATE STRAPS**

G. L. Griffith & Son, Stratford.

Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**

Metal Shingle & Siding Co., Preston.

Wheeler & Bain, Toronto.

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**SLEDGES**

Taylor-Forbes Co., Guelph.

**SLEDS**

Canadian Buffalo Sled Co., Preston.

Richards-Wilcox Canadian Co., Ltd., London.

Gendron Mfg. Co., Toronto.

**SNOW SHOVELS**

Canadian Buffalo Sled Co., Preston.

Sheet Metal Products Co., Toronto.

Canada Steel Goods Co., Hamilton.

**SOAP UENS**

Chas. Morrill, New York, N.Y.

**SOLDER**

Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

McClary Mfg. Co., London.

**SOLDERING IRONS**

Brown-Boggs Co., Hamilton.

**SPIKES**

Steel Co. of Canada, Hamilton.

**SPOKESHAVES**

Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

**SPORTING GOODS**

Dominion Cartridge Co., Montreal.

Marble Arms Mfg. Co., Gladstone, Mich.

**SPOONS AND FORKS—Tin**

Thos. Davidson Mfg. Co., Montreal.

**SPRAYERS**

Sherwin-Williams Co., Montreal.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Canadian Fairbanks-Morse Co., Montreal.

Specialty Mfg. Co., Grimsby.

**SPRINGS AND AXLES**

Guelph Spring & Axle Co., Guelph.

Taylor-Forbes Co., Guelph.

**SPRING HINGES**

Pommer Brothers, Brooklyn.

Chicago Spring Butt Co., Chicago.

**SPRINKLERS—Automatic, Fire**

James Morrison Brass Mfg. Co., Toronto.

**SPRINKLERS—Lawn**

Taylor-Forbes Co., Guelph.

James Morrison Brass Mfg. Co., Toronto.

**SQUARES—Try and Mitre**



Wayne Oil Tank & Pump Co., Woodstock.  
 Steel Trough & Machine Co., Tweed.  
**TANK AND SILO TUGS**  
 Otterville Mfg. Co., Otterville.  
**TAPES—Measuring**  
 Lufkin Rule Co. of Canada, Windsor.  
**TUB STANDS**  
 Otterville Mfg. Co., Otterville.  
 J. H. Connor & Son, Ottawa.  
**TENTS AND AWNINGS**  
 Smart-Woods Co., Ottawa.  
**THERMOMETERS**  
 James Morrison Brass Mfg. Co., Toronto.  
**TINSMITHS' MACHINERY**  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
 Steel Bending & Brake Works,  
 Chatham, Ont.  
**TINSMITHS' SHEARS**  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
**TINWARE**  
 Fairgrieve Metal & Stamping Co.,  
 Toronto.  
 See also Enamelware.  
**TOOLS—Mechanics'**  
 Allan Hills Edge Tool Co., Galt.  
 North Bros., Philadelphia, Pa.  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
 Stanley Rule & Level Co., New  
 Britain, Conn.  
**TOOL GRINDERS**  
 Taylor-Forbes Co., Guelph.  
**TRAPS—Lavatory**  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
 Canada Metal Co., Toronto.  
**TRAPS—Animal**  
 Oneida Community, Ltd., Niagara  
 Falls, Ont.  
 Peck, Stow & Wilcox Co., Cleve-  
 land, Ohio.  
**TRAPS—Rat**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**TRAPS—Steam**  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
**TREE TRIMMERS**  
 Taylor-Forbes Co., Guelph.  
**TROWELS**  
 E. C. Atkins & Co., Hamilton.  
 Henry Disston & Sons, Toronto.  
**TRUCKS—Warehouse**  
 Canadian Fairbanks-Morse Co.,  
 Montreal.  
 Burrow, Stewart & Milne, Hamil-  
 ton.  
**UMBRELLA HOLDERS**  
 Springer Lock Mfg. Co., Belleville.  
**VACUUM CLEANERS**  
 Onward Mfg. Co., Berlin.  
 Invincible Renovator Co., Toronto.  
 Clements Mfg. Co., Toronto.  
**VARNISHES—Architectural, Au-  
 tomobile, Carriage, General  
 Service**  
 Benj. Moore & Co., Toronto.  
 Lowe Bros. Ltd., Toronto.  
 Brandram-Henderson, Ltd., Mont-  
 real.  
 Canada Paint Co., Montreal.  
 Sanderson Pearcey & Co., Toronto.  
 Sherwin-Williams Co., Montreal.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Ottawa Varnish Co., Ottawa.  
**VENTILATORS—Metal**  
 Metal Roofing & Siding Co., Pres-  
 ton.  
 Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.  
 McClary Mfg. Co., London.  
 McFarlane-Douglas Co., Ottawa.  
**VATS—Steel Cheese**  
 Steel Trough & Machine Co.,  
 Tweed.  
**VICES**  
 Stanley Rule & Level Co., New  
 Britain, Conn.  
 National Machine & Supply Co.,  
 Hamilton.  
 Taylor-Forbes Co., Guelph.  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
 Armstrong Mfg. Co., Bridgeport.  
**WAGON JACKS**  
 Richards-Wilcox Canadian Co.,  
 New York.  
**WAGON WATER TANKS**  
 Steel Trough & Machine Co.,  
 Tweed.  
**WAFFLE IRONS**  
 Taylor-Forbes Co., Guelph.  
**WASH BOARDS**  
 Wm. Cane & Sons Co., Newmarket,  
 Conn.  
 Cummer-Dowsell, Ltd., Hamil-  
 ton.  
**WASH TUBS**  
 Wm. Cane & Sons Co., Newmarket.

**WASTE—Cotton and Wool**  
 Scythes & Co., Toronto.  
**WASHERS**  
 Steel Co. of Canada, Hamilton.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gan-  
 anoque.  
 Taylor-Forbes Co., Guelph.  
 Canada Metal Co., Toronto.  
 Gutta Percha & Rubber, Ltd., To-  
 ronto.  
**WASHING MACHINES**  
 Beattie Bros., Fergus, Ont.  
 J. H. Connor & Son, Ottawa.  
 Cummer-Dowsell Co., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Geo. C. Kaitting & Sons, Galt.  
 McClary Mfg. Co., London.  
 Taylor-Forbes Co., Guelph.  
 One Minute Mfg. Co., Toronto.  
**WATER SERVICE SYSTEMS**  
 Dayton Pump & Machine Co.,  
 Dayton, Ohio.  
**WATER AND HOG TROUGHES**  
 Steel Trough & Machine Co.,  
 Tweed.  
 Metal Shingle & Siding Co., Pres-  
 ton.  
**WEDGES**  
 Taylor-Forbes Co., Guelph.  
**WELL CURE—Corrugated Metal**  
 Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.  
**WHEELBARROWS**  
 Maxwells, Ltd., St. Mary's.  
 Meaford Wheelbarrow Co., Mea-  
 ford.  
**WHIFFLETREES**  
 Drayton Mills, Ltd., Drayton, Ont.  
**WHIP BACKS**  
 Burrow, Stewart & Milne, Hamil-  
 ton.  
**WILLOW BASKETS**  
 Meakins & Sons, Ltd., Hamilton.  
**WINDOW SETS—Basement**  
 Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
**WIRE CLOTHES LOCKERS**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**WIRE DOOR MATS**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
 Kuhne-Anderson Mfg. Co., Port  
 Hope.  
**WIRE**  
 P. L. Robertson Mfg. Co., Milton.  
 Steel Co. of Canada, Hamilton.  
**WIRE DOOR PULLS**  
 Steel Co. of Canada, Ltd., Hamil-  
 ton.  
**WIRE CLOTH**  
 B. Greening Wire Co., Ltd., Hamil-  
 ton.  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**WIRE FENCING**  
 Banwell-Hoxie Wire Fence Co.,  
 Hamilton.  
 McGregor, Banwell Fence Co.,  
 Walkerville.  
**WIRE FENCE STRETCHERS**  
 Richards-Wilcox Canadian Co.,  
 London.  
 McGregor Banwell Fence Co.,  
 Walkerville.  
 Otterville Mfg. Co., Otterville.  
**WIRE GOODS**  
 B. Greening Wire Co., Hamilton.  
 McClary Mfg. Co., London.  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
 E. T. Wright Co., Ltd., Hamilton.  
 Thos. Davidson Mfg. Co., Mont-  
 real.  
**WHITE LEAD**  
 Benjamin Moore & Co., Toronto.  
 Brandram-Henderson, Ltd., Mont-  
 real.  
 Canada Paint Co., Montreal.  
 Sherwin-Williams Co., Montreal.  
 Steel Co. of Canada, Hamilton.  
 Lowe Bros., Ltd., Toronto.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Sanderson Pearcey & Co., Toronto.  
**WOODENWARE**  
 Wm. Cane & Son, Newmarket.  
 Thos. Davidson Mfg. Co., Mont-  
 real.  
 Meakins & Sons, Hamilton.  
**WRENCHES**  
 Crescent Tool Co., Jamestown,  
 N.Y.  
**WRINGERS—Clothes**  
 American Wringer Co., New York.  
 Cummer-Dowsell, Ltd., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Taylor-Forbes Co., Guelph.  
**WRINGER ROLLS**  
 Gutta Percha & Rubber, Ltd., To-  
 ronto.  
**ZINC ORNAMENTS**  
 Winnipeg Ceiling & Roofing Co.,  
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Canada Brand Pure Paints

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Ottawa, Canada


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Bommer Bros. .... 23	Invincible Renovator Mfg. Co.. 13	Milbradt Manufacturing Co.... 18	Samuels, J. .... 16
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C	J	Morrison Brass Mfg. Co., Jas.. 13	Stanley Rule & Level Co.... 14
Can. Wm. A. Rogers, Ltd. ... 21	Jenkins & Hardy ..... 16	Myers Co., C. A. .... 8	Steel Company of Canada.... 10
Chicago Flexible Shaft Co. ... 22	K	N	Steel Bending Brake Works... 12
Chicago Spring Butt Co.... 23	Kinzingler, Bruce & Co..... 8	Nicholson File Co. .... 14	Stratford Mfg. Co. .... 16
Consolidated Plate Glass Co.. 12	L	North Bros. Mfg. Co. .... 4	T
Connor & Son, J. H. .... 12	Laidlaw Bale-Tie Co. .... 10	O	Taylor-Forbes Co. .... 7
Cummer-Dowswell, Ltd. .... 6	Lufkin Rule Co. .... 66	Otterville Mfg. Co. .... 20	Toronto Plate Glass Impt. Co.. 66
Canadian Sunbeam Lamp Co... 9	Lewis Bros., Ltd. .... 19	Ottawa Paint Co. .... 65	Tuttle & Bailey Mfg. Co..... 23
D		P	W
Davidson Mfg. Co., Thos. .... 4		Parmenter Bulloch Co., The... 16	Walker Bin & Fixture Co..... 10
Dominion Cartridge Co. .... 6		Peck, Stow & Wilcox Co. .... 51	Wayne Oil, Tank & Pump Co.. 18
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MADE IN CANADA

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CANADA

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TO THE MEMBERS OF THE ONTARIO RETAIL HARDWARE AND  
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## Maple Leaf Paints and Varnishes

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CASTOR OIL	SALTPETRE
CHALK	SAND PAPER
CHAMOIS SKINS	SHELLAC
COPPERAS	SILVER SAND
CUTLERY	SPONGES
GLAZIERS' DIAMONDS	STEEL WOOL
EMERY	STOVE LINING
RUBBING FELT	SULPHUR
FILLERS	TAR
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LAMP BLACK	WHITING
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61-63-65 Adelaide Street West, Toronto



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SIX SIZES.

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**HOOKS**—Cincinnati Bass Sneck, Carlisle and Sproat, on single and double gut.

Tackle Boxes, Fish Baskets, Minnow Pails, Landing Nets, Gaff Hooks, etc.

Write for full particulars and prices—we'll give your enquiries prompt and painstaking attention.

## Rice Lewis & Son

Limited

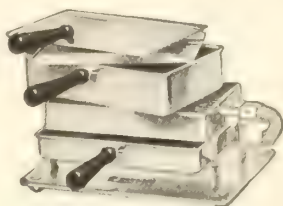
Toronto

Ontario

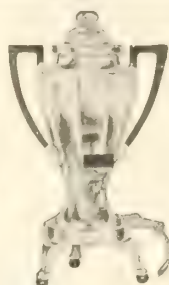




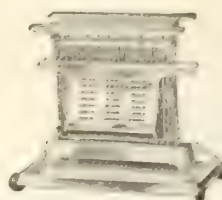
UNIVERSAL  
Electric Coffee Percolator



UNIVERSAL  
Electric Grill



UNIVERSAL  
Electric Coffee Urn



UNIVERSAL  
Electric Toaster



UNIVERSAL  
Electric Sad Iron



UNIVERSAL  
Coffee Urn



UNIVERSAL  
Butter Churn



UNIVERSAL  
Mayonnaise Mixer



UNIVERSAL  
Tea Ball Samovar



UNIVERSAL  
Coffee Percolator



UNIVERSAL  
Bread Maker



UNIVERSAL  
Tea Ball Tea Pot

# UNIVERSAL

## Home Needs

Household cooking and heating appliances for use with alcohol, electricity or on ordinary coal or gas ranges. Also a complete line of Bathroom Fixtures, Vacuum Specialties and Nickelware made by

**LANDERS, FRARY & CLARK**  
NEW BRITAIN *Sold under this Trade Mark* CONN., U.S.A.

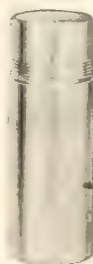
UNIVERSAL



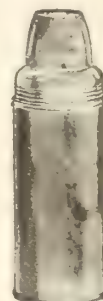
UNIVERSAL  
Chafing Dish



UNIVERSAL  
Vacuum Bottle  
Nickel Plated



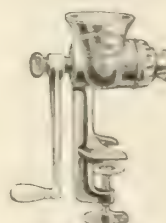
UNIVERSAL  
Food Jar  
Nickel Plated



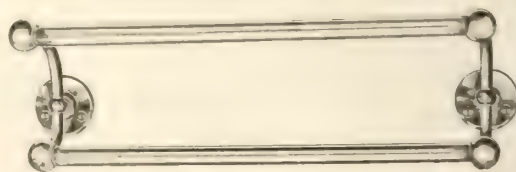
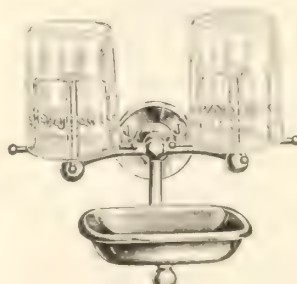
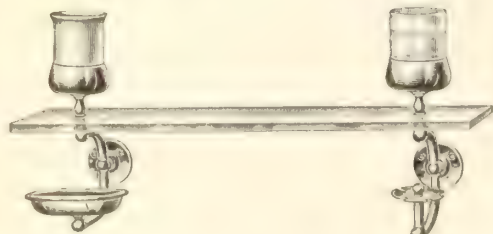
UNIVERSAL  
Vacuum Bottle  
Leather Covered



UNIVERSAL  
Cake Maker



UNIVERSAL  
Food Chopper



UNIVERSAL Bathroom Fixtures



# No better bicycles made than the **RALEIGH**



## *Three-Speed Raleigh*

A substantial and serviceable wheel. Sturmey-Archer gear, graceful lines

## *Raleigh Popular Model*

has every structural improvement, beautiful grace and artistic lines; heavy plating and perfect finish throughout.



**A good margin of profit for dealers**

*Write us for catalogue and prices*



# **H. S. HOWLAND, SONS & CO.**

LIMITED

WHOLESALE HARDWARE

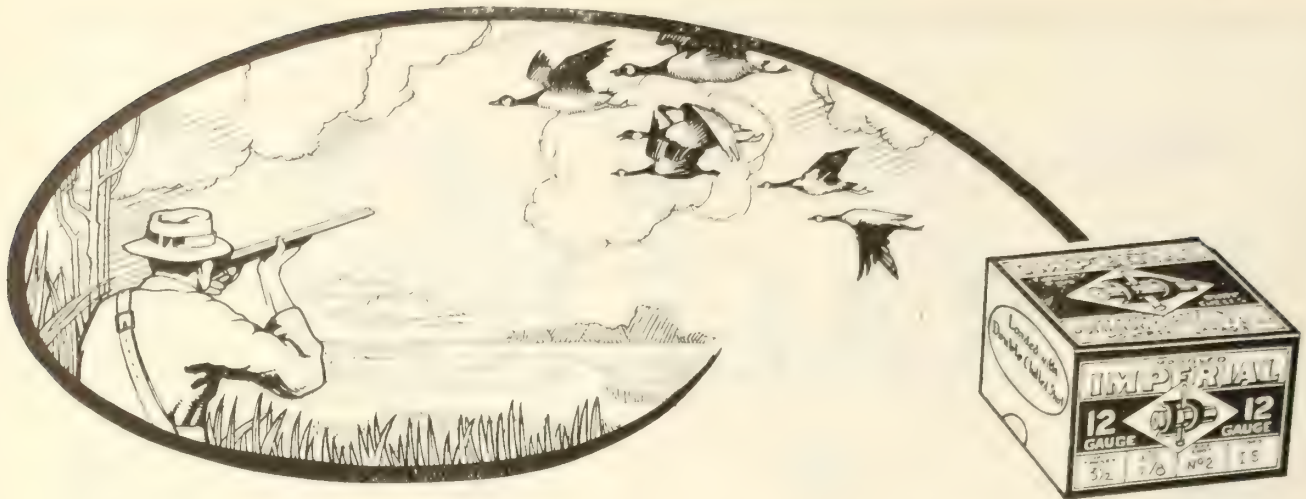
WE SHIP PROMPTLY

**TORONTO**

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST





## Dominion Shot Shells

are sold by Canadian Dealers not only because *Dominion* is the entirely  
**Canadian Made Ammunition**

but because it is the best made anywhere and offers a comfortable margin of profit.

**Imperial**

**Canuck**

**Sovereign**

**Regal**

**Crown**

Shells that appeal to their most particular customers and shells for those who want perfect shooting satisfaction at smaller cost.

**Dominion Cartridge Company, Limited - Montreal**

Made in



Canada

TRADE MARK  
Registered

### THE LEADING LINE

The "Canadian Beauty" line is the leading line of electrical heating appliances offered to the Canadian trade. It is designed and made entirely in Canada.

It is of the highest quality, and is a safe and money-making line for the hardware men to handle.



"Canadian Beauty"  
UPRIGHT ELECTRIC  
TOASTER



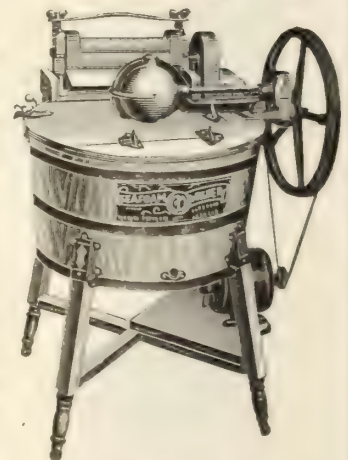
"Canadian Beauty"  
ELECTRIC IRON

Write us to-day for  
our new catalogue.

**Renfrew Electric Mfg. Company**  
Limited  
Renfrew Ontario Canada

### Now is the time to show something new in Washing and Wringing Machines

Sell the Seafoam  
**ELECTRIC**  
*It Isn't Hard*



Every housekeeper in your locality will be interested in this latest method of cleaning clothes and one sale will lead to a dozen. It is operated from an ordinary lamp socket. Washes and Wrings at the same time or separately and can be furnished without motor, equipped to run by Gas, Gasoline, Steam Engine or Windmill Power.

There is a place for it in every home

Made by  
**Cummer-Dowswell, Limited**  
Hamilton, Ontario

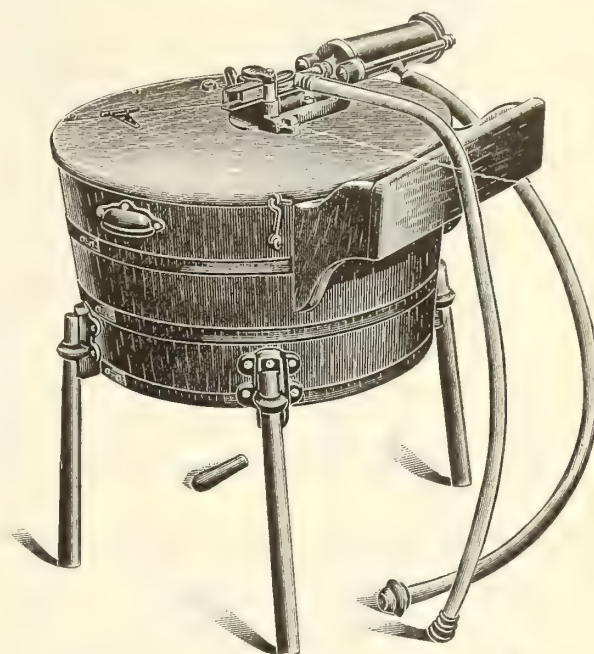
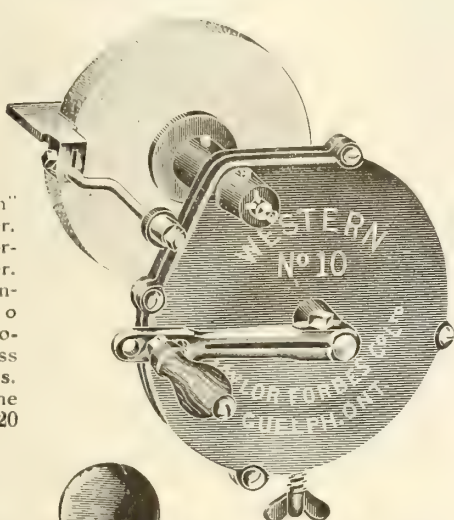


# Order "Made in Canada" Goods for Spring Trade

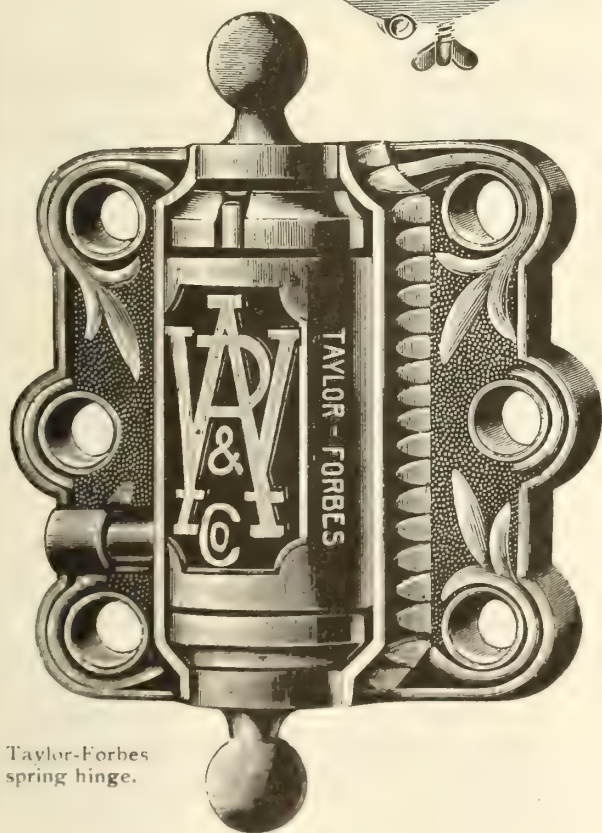
Your customers will soon be demanding spring lines for work around the house and garden and it will be to your advantage to put in a stock of **Taylor-Forbes Canadian-Made Lines.**

Taylor-Forbes goods are entirely "Made in Canada" in the largest hardware factories in Canada.

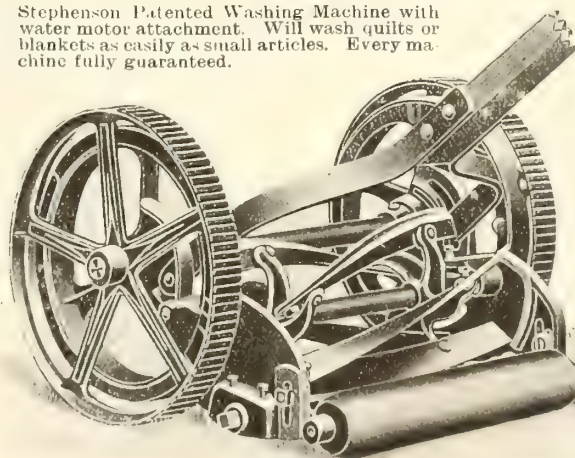
The "Western" Tool Grinder. Fast cutting corundum grinder. Cut gears enclosed. No chains. Absolutely dirtless and noiseless. Packed in one box. Weight 20 lbs.



Stephenson Patented Washing Machine with water motor attachment. Will wash quilts or blankets as easily as small articles. Every machine fully guaranteed.



Taylor-Forbes spring hinge.



## "Woodyatt" Lawn Mower

Open four and five knife cylinder. Tool steel knives, oil tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high grade mower in the world.

*If your jobber cannot supply you, write us direct.*

# Taylor-Forbes Co., Limited

Head Office and Works:  
GUELPH, ONTARIO

Taylor-Forbes Co. 246 Craig St. W Montreal  
H. G. Rogers, 147 Prince William Street,  
St. John, N.B.  
Canadian United Mfrs. Agency, London, Eng.

Taylor-Forbes Co., Ltd., 1070 Homer St.  
Vancouver.  
H. F. Moulden & Son, Travelers' Building  
Winnipeg.

Canadian Made for Canadian Trade



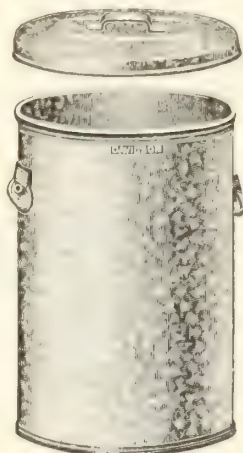
Educate the public to better Sanitary Arrangements by showing them a full line of \_\_\_\_\_

# Garbage Cans

With Galvanized Steel Bodies and Seamless Covers

These cans are heavily galvanized inside and out, after being made up, thus preventing rust or corrosion

*Designed and constructed to give the greatest amount of strength at points of greatest strain*



No. 4000  
Inches, 17 x 25½



With section iron bands at top and bottom

Nos. 30, 40, 50  
Inches, 14x21, 17x25½, 18x26



With 6 hardwood side ribs  
Section iron bands at top and bottom

Nos. 400 500  
Inches, 17x25½, 18x26

**The Thos. Davidson Manufacturing Company, Limited**  
TORONTO MONTREAL WINNIPEG



# Meakins' Brushes

Never fail to give the utmost in Service.

They are made to produce repeat order trade.

Write to-day for our 1915 catalogue



**Meakins & Sons, Limited** Hamilton Ontario

Warehouses: TORONTO, LONDON, WINNIPEG

Meakins Brush Co., Limited, Montreal



# WHY

*Encourage Foreign  
Competition?*

BUY

# SUNBEAM MAZDA LAMPS

Made in Canada  
Under the British Flag

---

Rush Orders (large or small) Promptly Shipped

---

Canadian Sunbeam Lamp Co. Limited

*Head Office and Factory :*

Toronto : Canada

*Branch Warehouses :* Montreal Winnipeg Calgary Vancouver



# GLASS

*All Kinds of Glass  
for Building Purposes*

Plate, Window, Figured  
Ornamental  
Bent and Mirror Glass

**The Consolidated Plate Glass Co.  
of Canada, Limited**

TORONTO MONTREAL WINNIPEG

**The Steel Company of Canada, Ltd.**  
Hamilton Canada

## TIGER BRAND WHITE LEAD

"THE LEAD WITH THE SPREAD"



**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

*Sales Offices*

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN



**We Make  
Reliable Grades of**

## Wire Nails and Staples Bale Ties and Baling Wire

We are in a position to meet every requirement, as we have the latest machinery which turns out perfect nails—guaranteed full weight.

We recommend our Bale Ties and Baling Wire as the best that can be secured on the market.

*We'll make good on a trial order*

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. Limited

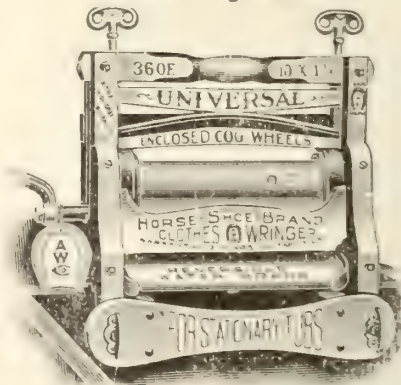
Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Mculden  
Winnipeg, Man.

## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1¼ inches
No. 341 E	No. 361 E	11 x 1¼ inches

*We make the largest variety of Wringers in the world.*

Send for our latest Catalog and Price List

**The American Wringer Co.**  
New York, U. S. A.



**NEW  
PERFECTION**  
OIL COOK-STOVES

## NOW MADE IN CANADA

BY THE PERFECTION STOVE  
CO., LIMITED, SARNIA, ONT.

**N**EW Perfection Oil Cook Stoves are easy to sell because Canadian housewives know all about them.

The New Perfection has been advertised for years throughout the Dominion. This year again an expensive advertising campaign will run in magazines, farm papers, and newspapers everywhere.

By selling New Perfection Oil Cook Stoves you are helping along the **Made in Canada** movement, and at the same time handling the very best oil cook stove on the market.

New Perfection Oil Cook Stoves are made with 1, 2, 3 and 4 burners, cabinet tops, drop shelves, towel racks, etc.

They are especially good sellers during the summer months because they keep the kitchen cool and free from dirt, soot and ashes.

For catalogue and price list address the the nearest branch office of



# THE IMPERIAL OIL COMPANY

LIMITED

TORONTO  
REGINA

MONTREAL  
SASKATOON

ST. JOHN  
CALGARY

HALIFAX  
EDMONTON

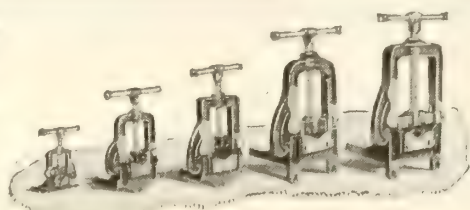
WINNIPEG  
VANCOUVER



Made in

Canada





## ARMSTRONG'S Hinged Vises

They are of the best Malleable Iron, with steel Jaws, and are made on the interchangeable system, so that any of the parts can be replaced if it should become necessary. They are so simple in construction that any further explanation is unnecessary.

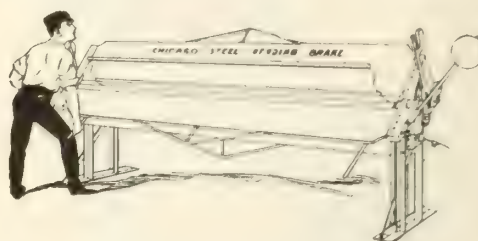
*Write for Catalogue TO-DAY*

**The Armstrong Mfg. Co.**  
333 Knowlton St. Bridgeport, Conn.

*Manufacturers of*  
Water, Gas and Steamfitter's Tools

## THE Chicago Steel Bending Brake

will actually save its cost in a few months in any sheet metal workshop

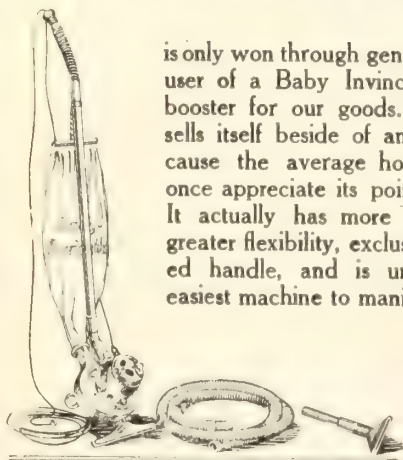


Over ten thousand users in the U.S. alone are obtaining such results.

If you are interested in a Steel Bending Brake in any size, that will do the work quicker, and more accurately, at a big saving in labor and money—just write us.

**The Steel Bending Brake Works**  
Chatham, Ontario **LIMITED**

## LASTING POPULARITY



is only won through genuine merit. Every user of a Baby Invincible Cleaner is a booster for our goods. The Machine sells itself beside of any competitor because the average homekeeper will at once appreciate its points of superiority. It actually has more and better tools, greater flexibility, exclusive flexible jointed handle, and is unquestionably the easiest machine to manipulate.

Exclusive  
territories to  
aggressive  
dealers

MADE IN CANADA BY CANADIAN WORKMEN  
BY CANADIAN MATERIAL

*Attractive literature free, to help  
your sales campaign*

**The Invincible Renovator Mfg. Co., Ltd.**

81 Peter St., Phone Adelaide 1858  
TORONTO

## MILBRADT LADDERS



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete **ROLLING LADDER CATALOGUE**, showing many styles suitable for all kinds of shelving.

**MILBRADT MANUFACTURING CO.**  
2400 N. 10th Street St. Louis, Mo.



## A "Self-Starter"

Start your customers on REMINGTON-UMC Ammunition--and lay the foundation of a permanent and highly profitable trade.

# *Remington* **UMC**

on Shot Shells and Metallic Cartridges means the best product of 100 years' experience. The combined facilities, resources and priceless data of four great plants. Absolute accuracy, insured by searching inspections and tests.

And last—(not least)—it means the opportunity to sell a product in which you take pride—at a price that nets YOU a worth-while profit.

With the present country-wide interest in shooting, there are splendid profits to be made in Ammunition and Arms. Go after them with the Remington-UMC Line

### The Remington Arms-Union Metallic Cartridge Co.

(Contractors to the British Imperial and Colonial Governments)

Windsor

JOBBER EVERYWHERE

Canada





# Stanley Tools



To increase your small Vise business, put in a line of

## "JERSEY VISES"

They are strong, serviceable tools, and have long been popular with both mechanics and amateurs. The Screw (body, head and collar) is in one piece, turned from cold rolled steel, and has a square lathe cut thread. The steel Jaws are hardened, and all Jaws are ground to insure that they meet squarely when tightened. Both back and front jaws are filed to fit.

Made with either Clamp or Swivel Bases—with iron or steel Jaws, and in six sizes.

Displayed on the Stand which accompanies each ASSORTMENT, they cannot help but attract trade.

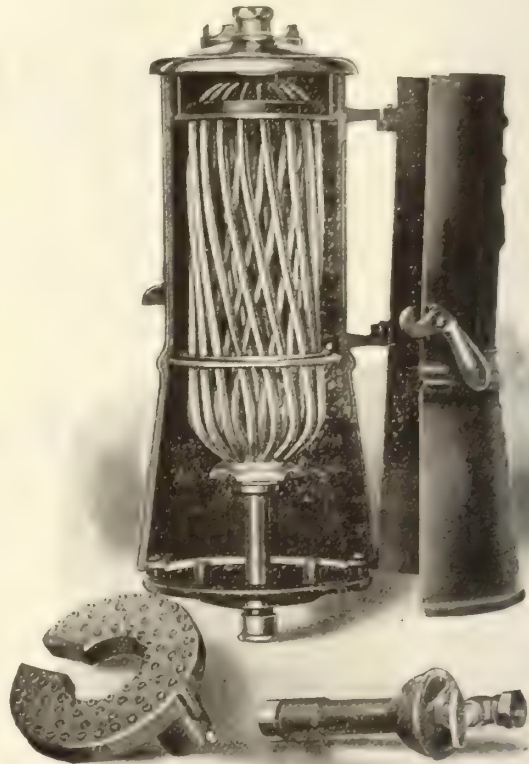
Four ASSORTMENTS are offered, as follows:

- No. 12. Consisting of 12 VISES and Display Stand list ..... \$14.20
- No. 18. Consisting of 18 VISES and Display Stand list ..... \$22.45
- No. 24. Consisting of 24 VISES and Display Stand list ..... \$32.15
- No. 36. Consisting of 36 VISES and Display Stand list ..... \$46.45

We have special literature containing complete description of all styles. Let us send you a supply, also attractive display card.

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.

# Stack Gas Heaters



**One minute after they're lit they give hot water continuously at the tap.**

Stack heaters are guaranteed to produce more hot water for a given quantity of gas, and to last longer than any other copper coil heater of equal capacity.

**A PEACH FOR THE PRICE**  
and one that is certain to find many buyers.

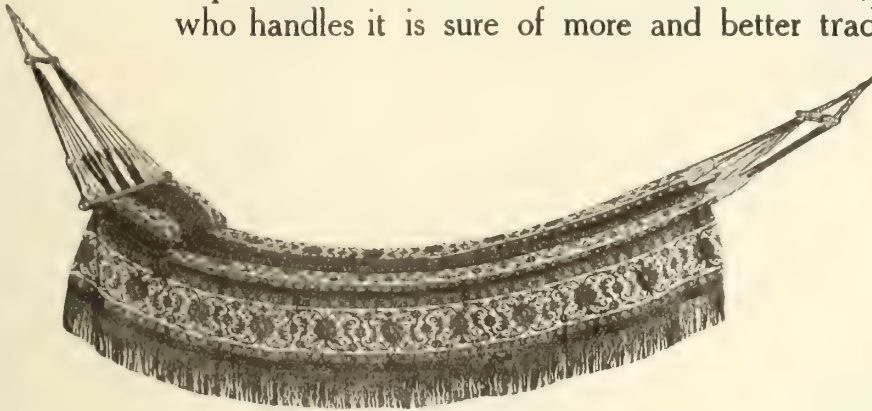
Place your order now for Spring delivery.

The  
**James Morrison Brass Mfg. Co.**  
Limited  
93-97 West Adelaide St., Toronto, Ont.



# Hammocks of Quality for Spring Trade

The "Dominion" Line of Hammocks contains a high grade of quality which ensures satisfied customers for the dealer. There is profit to be made on the "Dominion" Line, and the dealer who handles it is sure of more and better trade for his store.



## All Leading Jobbers Handle Our Line

Get in touch with your jobber before you place your Spring order. Our line includes an extensive assortment of designs in Roman stripes, art serge, armure, Egyptian and monk's cloth, together with all grades of tapestry curtains.

**The Dominion Hammock Manufacturing Co., Limited**

Dunnville

Ontario

## *Dealers, Attention*

# SARNIA CORRUGATED SHEETS

*Large Stocks, Quick Shipment and Prices Right. Write at once*

Our factory, the newest and most modern of its kind in the Dominion of Canada, can make more Galvanized Corrugated Iron than all other factories in Canada combined. In making prices to our customers we take this fact into consideration and we wish an opportunity to quote you on a trial order. Our line also includes the following :

**METAL SIDINGS, METAL SHINGLES, EAVESTROUGH, CONDUCTOR  
PIPE, CULVERTS, VENTILATORS, VALLEYS, SKYLIGHTS, PLAIN  
GALVANIZED SHEETS, ETC.**


The word Sarnia on sheet metal products is a guarantee of Quality, Service and Satisfaction. We have a proposition to make you money and a bigger business. Write to-day.

**THE SARNIA METAL PRODUCTS CO., LIMITED**

SARNIA

CANADA





## Efficient Files For Every Field

We make more than 4000 different styles of Files. No matter what your customer calls for, you can exactly fill his need with some one pattern of the "Famous Five."

**KEARNEY & FOOT  
AMERICAN**

**GREAT WESTERN  
ARCADE**

**GLOBE**

(MADE IN CANADA)

If it isn't on your shelf—it can be shipped AT ONCE from our stock. (It's surprising how much file business you can carry on—with a very small shelf-stock of the "Famous Five.")

Our big factory-stocks are at your disposal. Practically all our orders are shipped the day they're received.

Instead of tying up your capital in big stocks and turning it slowly—you invest but a small amount in the "Famous Five"—and turn it many times each year.

With the "Famous Five" you meet every demand quickly—to the best interests of YOU and your trade.

Our complete catalog shows the range and variety of our lines. "File Philosophy" will give you some new tips on selling more files. Write for FREE COPIES to

**NICHOLSON FILE COMPANY, Port Hope, Ontario**



**Hockey Sticks**

**Handles**

*"Distinctly a Canadian House"*

# Drayton Mills, Limited

## Drayton, Ont.

*"You can't buy any better anywhere"*

**Quality Proved by Comparison**

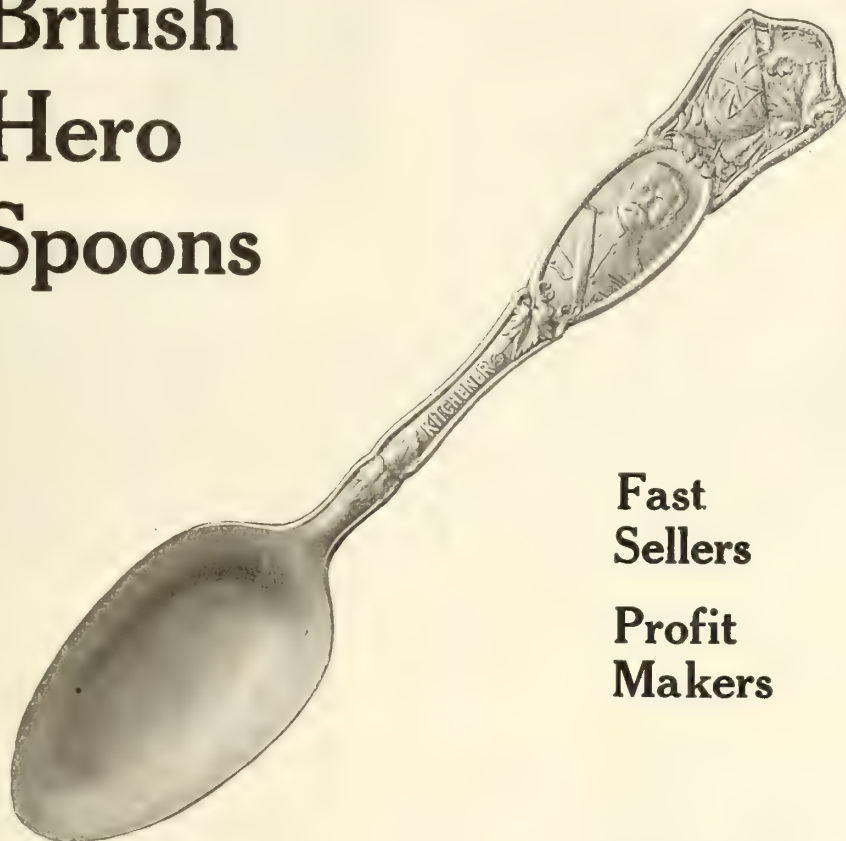
**Send for Samples and Price Lists**

**Neckyokes**

**Whiffletrees**



# British Hero Spoons



**Fast  
Sellers**

**Profit  
Makers**

Every Hardware Merchant in Canada should have these Spoons in stock. They are selling as fast as we can supply the dealers.

Write at once for our very interesting proposition—no dead stock—no loss—and new customers in your store.

Start this series as a popular once a week feature with your customers. Four spoons now ready—Kitchener, French, Jellicoe, Roberts. Additional ones as fast as you need them.

Write now—*NOW!*

## Canadian Wm. A. Rogers

*Factory and Office :*

Limited

570 King Street West, Toronto



## The "Handy Andy" Improved Force Cup



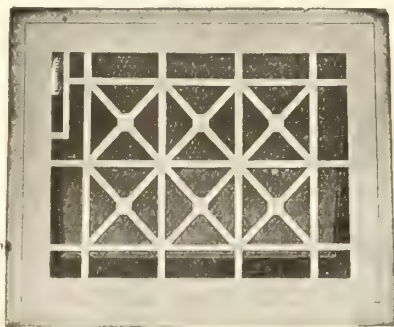
For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good  
Sale for Them*

Manufactured solely by  
**Gutta Percha & Rubber, Limited**

Successors to  
**The Gutta Percha & Rubber Mfg. Co. of Toronto  
Limited**

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER



## The "Quick Set" Register

*(It's our latest)*

*(We think it our best)*

WE ARE

FOR ALL STYLES  
OF  
SIDEWALL  
AND  
FLOOR REGISTERS  
OF  
ALL SIZES

HEADQUARTERS

VENTILATORS  
AND  
GRILLES IN METAL  
OR WIRE  
OF ALL STYLES  
AND  
FINISHES

*Write for catalogue and prices*

**Tuttle & Bailey Mfg. Co., Limited, Bridgeburg, Ont.**

BRANCH—126 LOMBARD ST., WINNIPEG



## Time to Order FREEZERS

Whether you stock the **LIGHTNING**, **GEM** or **BLIZZARD**, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The **BLIZZARD**, being a low-priced Freezer, makes a good running mate with either the **GEM** or **LIGHTNING**. Now is the time to place your order. Shipment can be made any time you specify.



BE SURE to INCLUDE the **LIGHTNING ICE CHIPPER No. 1**. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will  
Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.



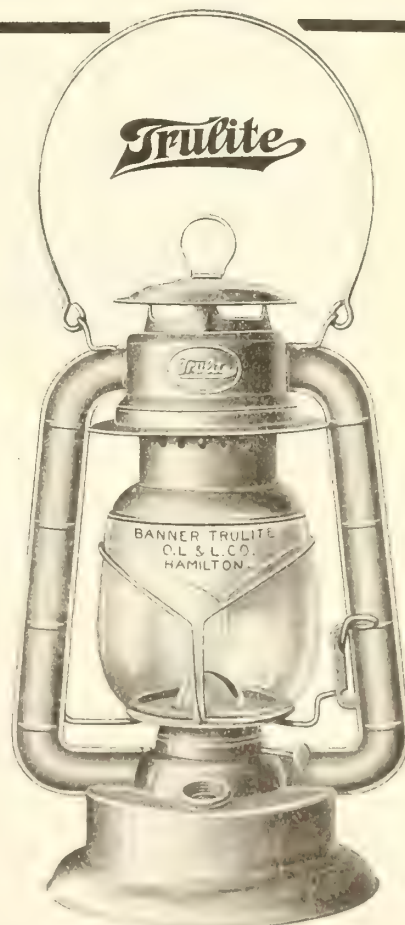


Address: HENRY DISSTON & SONS, Limited  
2-20 Fraser Avenue, Toronto

*Trulite*

1915  
Model

EMBODIES all improvements necessary to efficiency, such as proper combustion, smooth working, durability, e.c. Is equipped with automatic standing bail, lower lift lock, and has filler collar at an angle which allows the use of funnel for filling fount without tilting the globe, fount holds enough coal oil to burn 32 hours continuously with one filling.



Ontario Lantern & Lamp Company

Limited

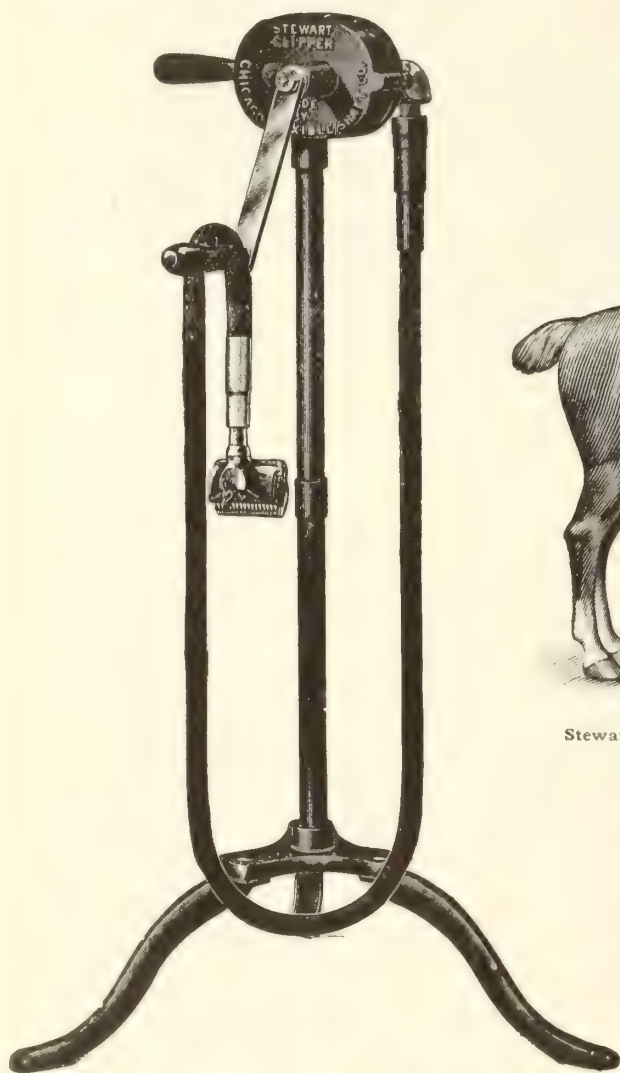
Hamilton

Ontario



The Clipping Machine your Customers Know  
and Like is this

# Stewart Ball Bearing Machine



Stewart No. 1 Ball Bearing Enclosed Gear Clipping Machine in Operation

**It sells to the user in Canada for only \$8.75**

The only satisfactory machine ever offered at the price.

**The QUALITY machine, above all others.**

You can sell more of these machines than of all others put together. Stewart machines are not thrown back on your hands. They please the buyer and help sell more.

A clipping machine that won't cut, nor continue to cut, is a nuisance. It angers your customer, shakes his confidence in you, and spoils your trade.

That never happens with Stewart machines. That's why every jobber carries them; that's why they add to your prestige for selling **GOODS OF QUALITY.**

If you want the cream of the clipping machine business, sell the Stewart Ball Bearing Machine.

Each year we spend more to help dealers and jobbers sell Stewart machines than the gross sales of all other clipping machine makers amount to. That's real co-operation.

**Stewart machines cut keenest and last longest.** Each Stewart must satisfy the user, or all money paid out will be refunded.

All jobbers have Stewart machines. Order now, and write us for supply of "Helps to Sell" more of these splendid machines.

**Chicago Flexible Shaft Co. 187 Ontario Street, Chicago**



Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

### MANTON BROS.

Factory : 105 Elizabeth St., Toronto

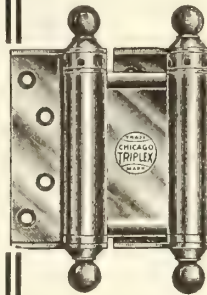
The largest manufacturers of this line in the  
Dominion. To dealers only.

# CHICAGO

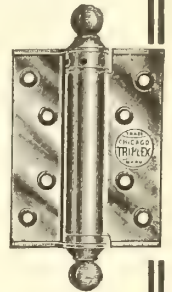
## SPRING BUTTS

### REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic  
features of recog-  
nized merit,  
handsome in ap-  
pearance and de-  
pendable for the  
most severe re-  
quirements.



This article has a reputation and selling  
force which commands the trade, and  
your stock should be complete.

Chicago Spring Butt Company.

CHICAGO



NEW YORK

Send for Catalogue S29

## BOMMER SCREEN DOOR HINGES ARE THE BEST

WROUGHT METAL



Style 900

Don't wait until the flies are here—put in your stock of screen  
door hinges now—handle the right sort—Bommer's are the  
best quality and finish, and sell on sight.

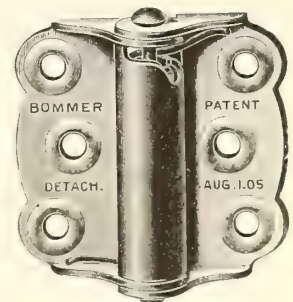
**Style 900.**—Has two bearing joints,  
no matter which end of hinge is upper-  
most, doubling the strength and dur-  
ability. The best and handsomest  
screen door hinge ever produced.

**Style 960.**—The door can be de-  
tached from the casing without un-  
screwing. Has enclosed oil-tempered  
steel coil-spring, is well made and will  
give good service.

Both styles also packed in sets with hook and eye and pull.

**Bommer Brothers, Mfrs., Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 446 St. Paul Street, Montreal



Style 960



Step Ladders, Ladder  
Chairs, Lace Curtain  
Stretchers, Ironing  
Boards, Tub Stands,  
Quilting Frames and  
Hand Corn Planters

You will save money by  
learning our prices before  
placing your Spring Order.

Otterville Mfg. Co., Limited  
Otterville, Ont.



## BATH ROOM FITTINGS

That you will be proud of

Write for our  
latest prices

These are  
MADE IN CANADA  
by

**Kinzingers, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.



Made in  
La Salle, Ill  
by  
Westclox



### *Over Three Million in Profit*

**B**IG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$1.95 each. In broken lots, \$2.05 each. Less 2%. Retail Price in Canada, \$3.00.



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT

WESTON WRIGLEY  
VICE-PRESIDENT AND  
MANAGER OF TRADE PAPERS

J. C. ARMER  
VICE-PRESIDENT AND  
MANAGER OF TECHNICAL  
PAPERS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited  
32 Colborne Street, Toronto  
(Next King Edward Hotel)

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

WM. J. BRYANS  
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R. C. HOWSON, 704 UNITY BLDG., MONTREAL  
C. G. BRANDT, CIRCULATION MANAGER, TORONTO

E. J. MACINTYRE, ROOM 1155, 122 SO. MICHIGAN AVE., CHICAGO  
CANADIAN ADVERTISING SERVICE CO., NEW YORK

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, MARCH, 1915

NUMBER THREE

## Should Push Sale of Seeds Now.

The season is now at hand when the dealer should begin to give considerable prominence to seeds. Even if the ground is not ready to receive the seed, there is no reason why this line should not be displayed, for many people buy some time ahead, while there is nothing like impressing customers with the fact that you handle seeds. Then, when they are in need of them, they will know where to come.

It is scarcely necessary to remind the dealer in the small town of the necessity for pushing seeds, for he recognizes the opportunities at hand in the sale of this line. This is not always the case with the dealer in the larger centre, who is sometimes inclined to question the possibilities in the sale of seeds. He apparently forgets that "back to the land" fever that grips us when the spring sun begins to blossom forth in full strength, and which causes every man who has a plot of ground, no matter how small, to make plans for spring gardening, and causes the housewife to have dreams of a flower garden like mother used to have. The dealer is missing a big opportunity for some extra business, who does not take advantage of this smouldering ambition for a garden that is present in the average person at this time of the year.

No matter where located, however, the dealer will find that if he wants an appreciable trade in seeds he must give prominence to this line. From now on, during the sowing season, keep constantly reminding customers of seeds by display, newspaper and personal suggestion.

*Courage is as essential in business as it is in war.*

## Petty Smuggling in Border Towns.

Business men in certain Canadian towns along the Niagara river boundary line recently informed an American consul, who was looking into the possibility of the manufacturers in his country increasing their sales in Canada, that there are many lines which it is impossible for them to import from the United States, pay duty, and compete with merchants in adjacent cities on the south side of the river.

In other words, those who cross the border to smuggle goods back can bring American goods to their homes cheaper than they can buy them from the local

merchant who has imported them in the usual legitimate way.

While we have no concern for the interests of the American manufacturer, we certainly have concern for the Canadian retailer.

This is a time when it is particularly desirable that every dollar possible should be spent in the home town. We need the business and we need the money, in order to influence the return of prosperity.

The principal item of cost in nearly every article of merchandise is labor. Every article, therefore, which is brought from abroad that could be obtained at home deprives not only the local business man of his profit, but the Canadian workman of a certain amount of labor. If business men, and particularly those along border cities, were to drive this fact home, it would no doubt turn a good many persons from their smuggling ways.

But plus this action on the part of the business men, there should also be a little more alertness on the part of the Customs officials. It is an opportune time for a little all round stirring up.

The official trade returns show that Canada imported about \$411,000,000 worth of merchandise from the United States in the regular way. How much these figures were supplemented by the amount brought in by the petty smuggler's route cannot even be approximately estimated. We can only guess that it would be a nice little round sum.

One town in Western Ontario—Windsor—has banners strung across its main thoroughfares urging residents to confine their purchases to Canadian-made goods. Many merchants report a substantial increase in business as a result.

*Advertising is the life of trade.*

## A Prosperous Province.

The soil of Alberta yielded eighty to one hundred million dollars' worth of agricultural products during the past season. As the authority for this statement is the Premier of the province, we may take it as authentic.

For a province that is merely in her "teens," this is



a satisfactory showing. It means not only a great deal for the financial and commercial interests in that part of the country, but for those of the Dominion as a whole.

At the time of the last census the population of Alberta was less than 400,000. While to-day it is much larger, it is still quite evident that its productiveness per head of population is very great.

The area of Alberta is 163,382,000 acres, of which less than four million are under cultivation. We may well wonder what the productiveness of the province will be when it reaches the full measure and stature of industrial manhood! Of one thing we may be certain, it will be enormous.

By-the-way, there is something besides grain and vegetable products that comes from below the surface of Alberta's broad acres that is also in a flourishing condition. We have reference to coal, of which 4,306,346 tons, the largest in its history by nearly a million, were mined last year.

*If you cannot get all the business you want you can, with a little extra effort, get more than you have got.*

#### Is That the Smallest You Have?

"Is that the smallest you have?" How often a customer has resented such a question by a dealer or clerk, when a small purchase has been made, and a bill of large denomination presented in payment. Especially is this so when the purchase has only been a small one, for the question seems to infer that the dealer would hardly be bothered changing the bill for such a trifling purchase.

Probably the salesman does not mean to create such an impression, but nevertheless he frequently does. This should not be. The wise dealer always welcomes the small purchase as well as the large, for it creates in the customer the habit of visiting the store, and he should use his best efforts to show customers that he appreciates even their small purchases. One of the best ways is to always keep plenty of change on hand and be willing at all times to change the largest bill for the smallest purchase. Sometimes customers just buy some trifling article in order to get a bill changed, but every little bit helps, and if you can induce these purchases by always having plenty of change, do so. Drop the phrase, "Is that the smallest you have?"

*Many an idea picked up at a hardware convention, like radium, is indestructible, and good as long as it is utilized.*

#### Make Friends of Customers.

Personality plays an important part in business to-day. It is the man behind the store that determines to a larger extent the patronage of the establishment. People like to deal at a store where friendliness is mixed with business. They like to be regarded in the light of a friend as well as of a customer. It makes the store popular with customers—binds them to it with a bond that is strong and not easily severed.

Don't strut about the store with an over-dignified appearance. Too many merchants are long on dignity and short on popularity. It should not be forgotten by the dealer that he depends upon the public for his trade, and to win success he must win customers—customers that come not only once but return again and again. The merchant must put his own likes and dis-

likes into the background and study the things that will please his customers.

Especially in the smaller towns, the public demand a spirit of friendliness and service on the part of the dealer. They expect you to exchange goods, make good all losses, extend many courtesies, visit with them, advise them in time of trouble, write letters for them, etc. All these things the wise merchant aims to do, and does in a manner that makes him popular with his trade.

#### SHORT NOTES FROM THE EDITOR'S PEN

Pull hard for big business.

• • •

An ad. each day keeps dull trade away.

• • •

With dollars and sense a man can do much.

• • •

Courtesy is valuable, yet it doesn't cost much.

• • •

Lucky is the man who never depends on luck.

• • •

Ten minutes of investigation may save ten months of dunning.

• • •

A man's business never exceeds his ability. The right kind of reading increases that ability.

• • •

While different people prefer different kinds of music, the constant ring of the cash register is pretty sweet music to the dealer's ear.

• • •

Don't hide your light under a bushel. When you put in a good window display, see to it that the window glass is kept free from frost.

• • •

It isn't always the clock with the loudest tick that keeps the best time, nor is it always the man with the loudest talk who sells the most goods.

• • •

The merchant who does not take a trade paper may be saving money on his expenses, but he is losing a good deal more on ways of getting more business.

• • •

About the coldest day I know of for the dealer is when a big draft sweeps down on him from an ice-hearted firm just when his bank account is at the zero mark.

#### RETAIL OFFICERS FOR 1915.

President—C. W. Conn, Tillsonburg.  
First Vice-President—W. J. Carter, Picton.  
Second Vice-President—James McGregor, Oakville.  
Treasurer—John Caslor, Toronto.  
Secretary—W. F. Macpherson, Prescott.  
Advisory Committee—H. Occomore, Guelph; W. F. Macpherson, Prescott; C. W. Conn, Tillsonburg.  
Executive Committee—E. J. Creeper, Owen Sound; D. A. MacNab, Orillia; A. Wideman, Markham; W. W. Bennett, Gananoque; A. J. Wright, Hamilton, and E. A. Whitten, Bracebridge.  
Auditors—Geo. Mathewson and J. W. Peacock, Toronto.



# The Power Plant is Built—Turn on the Juice

By *Weston Wrigley*

THE Tenth Annual Convention of the Ontario Retail Hardware Association marked the beginning of a new epoch in the organization's history, and it is up to the retail hardwaremen of Ontario to make the most of the opportunity they have to make the association of real strength to the trade in Ontario and throughout Canada.

An organization which, at the end of its first decade, holds such a live convention as was held in Toronto on Feb. 24 and 25, and begins a new year with a bank account of upwards of \$1,000 to finance any trade projects it may embark upon, might be likened to an electric power plant waiting for the current to be turned on.

When the writer, in 1906, issued the call which brought together the score of retailers who laid the cornerstone for the present organization, and was made secretary, he then, and year after year since then, has urged upon the officers to select a retailer as secretary. The opportunity presented itself this year, and the selection of Past President Macpherson as secretary ought to result in greatly widening the sphere of usefulness of the association.

The writer appreciates the honor conferred upon him in being made honorary secretary with active membership in the association, and will continue to do his utmost to assist the organization he helped to create.

Ten years ago the only hardware organization in Ontario was that of the wholesalers. To-

day the retailers and manufacturers also have their respective associations. This is as it should be. Organization means Life and Progress.

This year's convention brought together hardware dealers from Port Arthur and Cochrane, in New Ontario; from Ottawa, Quebec City, and Moncton, N.B., in the East, and from Prescott, Welland and Windsor, in other corners of this big Province of Ontario.

For such a representative gathering to come together in "war year," without the attractions of an exhibition; for the membership receipts collected at this convention to be almost double those collected at the big Ottawa convention a year ago; for the delegates to sit for four solid hours on two afternoons and hardly want to adjourn then; and for one member to report that during the convention he

and two other hardwaremen from his city had "got together" and intended to get the other retailers in the city in line on their return home—these and other tokens indicate the spirit behind and the power within, the Retail Hardware Association.

The new officers of the Retail Hardware Association have announced plans for giving greater service to members by compiling price cards, etc. They have also started a campaign for increased membership and have enlisted the co-operation of the travelers. They have begun well and the coming year should be the greatest in the association's history.

Let each one do his part.



WESTON WRIGLEY.  
Secretary 1906-1915.

## NOTES OF THE CONVENTION

Fred C. Lariviere, Montreal, was absent from the meetings this year for the first time in the association's history. He sent a letter of regret, which Secretary Wrigley read to the opening meeting.

The pocket pencil clips which the Gillette Safety Razor Co. gave to every dealer and guest registering were both neat and useful. They were much sought after.

Chas. E. Stewart's address at the banquet was short and sweet. He kept well within the chairman's limit, and followed the advice given out by the heckler at a political meeting who shouted in reply to a speaker who "didn't know what to speak about," "Speak about a minute," said he.

Among the hardware dealers attending the meetings

of Ontario associated boards of trade as delegates during the Toronto convention were Frank A. Child, Cochrane; Samuel Stevely, London, and D. A. Husband, Wallaceburg.

The Ontario branch of the Retail Merchants' Association have leased the old Y.M.C.A. building, on Yonge Street, Toronto, for their future home. They will move to this new building during this month (March).

Delegates were present from all the extreme points of the province—Port Arthur, Cochrane, Ottawa, Prescott and Windsor, thus proving the interest Ontario hardware dealers have in the association and the annual gatherings of the organization.

On Thursday evening a number of retail hardware dealers still in town attended the theatre, the guests of the exhibitors' association.



## President Conn's Laudable Pedigree

By W. L. Edmonds

**W**HEN a hardwareman is elected to the presidency of such an organization as that of the Ontario Retail Hardware and Stove Dealers' Association, he steps into the limelight, and being in the limelight is naturally a subject for inspection.

C. W. Conn, who was elected to the presidency at the recent convention, is of course no "dark horse." Being one of the hardwaremen who assisted at the birth of the association ten years ago, he has from that day to this been recognized as good official material. A year ago it was concluded that the time had arrived when he should be put into direct line for succession to the presidency. And so he was elected vice-president.

The association has been wise as a rule in the selection of its presidents. And in selecting Mr. Conn as its head for the ensuing year it shows that it is still guided by the quality of wisdom.

Mr. Conn isn't, like Mr. Madole, the Laurier of the hardware trade, an orator. But when he has anything to say he can say it in a clear and concise way, and without passion. He is not, as a rule, the first to speak on a subject. Through premeditation or natural inclination he evidently takes time to carefully weigh the pros and cons of a subject under discussion before getting on his feet to give expression to his views. Consequently, like all men who make this a practice, he carries weight with his audience. It is well in public, as well as in private life, to think twice before speaking once. In a president of an organization like that of the Hardware Association it is a particularly desirable quality. A scrapper he never will be, but when he is contending for a cause with a big "C" he'll never hoist the white flag.

Besides these qualities of the head, Mr. Conn has been well enriched by Nature with qualities of the heart. In disposition he is most kindly, and his mannerisms are those of a gentleman. This makes him popular, just as his businesslike qualities make him respected. Conn is one of those men who "warm up the cockles of your heart." To put it another way, the longer you know him the closer you desire to get to him.

The Ontario Retail Hardware and Stove Dealers' Association has had many good presi-

dents. But there is one respect in which Mr. Conn probably surpasses them all. I have reference to his hardware pedigree.

There was once a hardwareman in Eastern Canada, now deceased, who boasted that he had royal blood in his veins. I do not know whether Mr. Conn has royal blood in his veins. At any rate I never heard him say that he had. But there is one thing about which he might well be proud, and that is that he is of the third generation of Conns in the hardware trade in Canada.

First came his grandfather, who started in Aylmer, Ont. Then came his father, who made Tillsonburg the scene of his operations.

Being a young boy at the time of his father's death, the business was sold, and the subject of this sketch removed to Chicago, where he lived for a few years. In 1894 he returned to Canada and entered the store of his uncle, H. J. Conn, St. Catharines. Six years later he bought out a hardware business in Tillsonburg, where he has since resided.

And when in the course of time—it is to be hoped it will be a long time—Mr. Conn goes to that place where all good hardwaremen go, his mantle will fall upon a fourth generation of Conns in the hardware trade, he having three lusty sons to keep up the line of succession.

If there are any hardwaremen in Canada who can boast of a three-generation succession in the trade the Canadian Hardware Journal would be glad to hear from them.



PRESIDENT C. W. CONN.

### NEW ASSOCIATION MEMBERS

The following are new members who attended the convention for the first time:

R. Nicholson, Arthur; G. A. Elliott, Brantford; Hubbard & Merrill, Barrie; F. F. Balsdon, Cargill; Joseph Akitt, Creemore; T. Maglader, Englehart; J. E. Moseley, Huntsville; E. T. Coleman & Co., New Dundee; J. V. Hill, Oshawa; T. I. Thompson, Owen Sound; M. Phillips, Toronto; J. Gillespie, Toronto; F. L. Crooks, Jr., Toronto; C. Murphy & Son, Toronto; Brownlee & Atkinson, Unionville; W. J. McIntyre, Whitby; L. Privat, Williamsford.





ONTARIO RETAIL HARDWARE CONVENTION GROUP IN FRONT OF KING EDWARD HOTEL.

## Ontario Retail Hardware Dealers' Tenth Convention

*Most successful annual meeting in decade—Sessions lively and full of business—Hardware problems solved—Association decides to stand as retail organization—Campaign to boost membership—Features of Convention Week*

ONE of the most interesting, as well as most successful gatherings of the Ontario Retail Hardware and Stove Dealers' Association was the tenth annual convention of that organization held in the King Edward Hotel, Toronto, on February 24 and 25.

From the very moment President Macpherson sounded his gavel calling the members together at the preliminary opening, until the close of the convention, there was always "something doing" of benefit to the trade, and especially for those members of the association who were fortunate enough to be present.

The business sessions were really business sessions, and they were full of ginger and pep, so much so, that it is almost impossible to report all the good things that were brought up, discussed and decided upon.

There was no exhibition of Canadian-made hardware lines this year. The European war precluded the carrying out of the arrangements made last year in that suitable accommodation could not be found for exhibition purposes at London, where it was originally intended to hold the 1915 convention. It is hoped that next year the dove of peace will have settled on this world and allow of London being the place of convention and exhibition.

There was an abundance of enthusiasm, it will be remembered, before the opening of the Ottawa convention, and this enthusiasm may not have been so evident before the 1915 convention, but there is no question at all as to the amount of enthusiasm evident during the Toronto meeting and with the optimism of the officers and members of the association who were at Toronto as to this year's work.

Many important matters came before the convention, and all of them were settled in a satisfactory manner. These questions are dealt with in the accompanying report of the various sessions.

### OPENING OF PROCEEDINGS.

W. F. Macpherson, Prescott, on assuming his chair called to the platform with him President Adam Taylor

of the Canadian Hardware Manufacturers' Exhibitors. President Macpherson welcomed the members to this annual gathering and said he was glad to see so many retailers and manufacturers present at the opening session. He instanced the circumstances under which this year's convention was held, and regretted that owing to these circumstances it was impossible to hold the meetings at London, as it was also impossible for the manufacturers to hold an exhibition of Canadian-made hardware.

Ed. Wanless, of Chatham, introduced as a real hardware mayor, and called upon to open the convention, thought the gathering should commence work with an invocation, but as he was short on prayer, he would, for the time being, usurp the functions of the Mayor of Toronto and extend a welcome to the visitors.

### The Changes of a Year

Adam Taylor, on behalf of the C.H.M.E., drew a parallel between the present and last year's convention. "Just a year ago when we met," said Mr. Taylor, "there was not a cloud on the horizon. To-day there is the booming of cannon, the clash of arms and the wailing of widows and orphans." He hoped this would not be so next year. (Applause.)

"But leaving the present conditions alone," he went on, "I am not going to wave the flag or shout out the 'Made-in-Canada' cry for the effect it would mean, but only say that as Canada made as good goods as anywhere, they should be given as fair treatment as other goods, based solely on quality."

Speaking for his own company, the Taylor-Forbes

### WHAT THE CONVENTION DID.

- Decided not to affiliate with the R.M.A., but advise members joining that body individually.
- Will admit travelers as associate members.
- Will conduct a competition to increase membership of association.
- Will attend to a number of trade matters needing readjustment before next convention.



Co., of Guelph, would not increase prices except on articles made of steel, which they had to import under the added  $7\frac{1}{2}$  per cent. duty. On all cast iron goods there would be no increase.

In the matter of distribution his company would sell to the trade through the jobbing houses, because it meant for all concerned a saving in costs and a method that enabled the dealer to get his goods at a lower price. "There are some 3,800 retailers in Canada,"



W. J. CARTER, Picton  
Elected 1st Vice-President.

said Mr. Taylor, "and it would take a large number of travelers to call upon this trade scattered over the Dominion, and at an added cost to the goods."

#### To Sell More Builders' Hardware

Gordon C. Keith, secretary of the Canadian National Clay Products Association, gave a talk on how helpful the "Build Now" campaign inaugurated in the United States might be made to hardware dealers here in Canada through co-operation with builders' exchanges and other organizations in the selling of builders' hardware. This address will be found on another page of this issue.

President Macpherson thought Mr. Keith's talk contained some valuable suggestions which might be made profitable if put into practice by hardware dealers this spring.

W. H. Wiggs, of the Mechanics' Supply Co., Quebec, expressed his pleasure at being invited to speak. He mentioned the entente cordiale at present existing between the British and French in the European war, and

hoped the convention would some day go to Quebec City. He could assure all who went a cordial welcome.

A. A. Bittues, of the Gillette Safety Razor Co., Montreal, introduced as an "old friend," stated it was a pleasure for him to see so many familiar faces around, and he only regretted there was no exhibition this year, but hoped to see it doubled next year.

#### Catering for Consumers' Dollars

Secretary F. M. Tobin, of the C.H.M.E., seconded Mr. Bittues' remarks, and hoped the present trouble would soon be over, so that next year they would be able to make a bigger and better exhibition than ever before. He believed in these annual gatherings, because it brought us closer together. But besides the social side of these conventions, there was also the business side—the catering for the consumers' dollar. Out of that dollar the retailer, who is closest to him, gets some, the jobber likewise gets some, and, of course, the manufacturer has to get some also.

Now of the dollar the consumer spends the dealer gets a profit of 25 cents, the jobbers' profit is 15 cents, and the manufacturer's profit is 15 cents. Labor takes 30 cents and material costs 15 cents.

So much for costs and profits. Now for quality. With "Made-in-Canada" goods the quality is improving all the time, and with larger quantities being bought should be capable of continued improvement, for quality is a matter of skill, and skill comes with continued and large production. Take the carpenter, for instance, he is able to drive more nails and do his work in a better way than other men because he is doing that work all the time. He has the skill. So can the manufacturer make better goods through continued experience.

The foreign manufacturer selling in Canada, and basing a profit of 5 cents on the consumers' dollar, believes his export business is so much velvet. He has his price in his home market, and all business that he gets outside means so much added. The American manufacturer has in his favor a system of short credits, and his goods are hauled short distances. Here in Canada, with a sparse population scattered over a wide range of territory, we have in vogue a system of long credits and a haulage over long distances. This adds to the cost of production. The dealer's profit and the jobber's profit are the same in both countries, but Canadian manufacturers have difficulties to contend with not known to American makers. Our problem is this: How are we to divide up this dollar so that the dealer, the jobber and the manufacturer will each receive his fair share? In the matter of quality, made-in-Canada hardware is as good as the best.

#### Defective Goods

Much life was thrown into the discussion by Mr. Macpherson instancing some lines which sometimes caused trouble. "For instance," said he, "I buy a dozen of shovels, and come across one or two of them that I couldn't give away, let alone sell, because of knots or other imperfections in the handles. The same applies to forks, mop sticks and other articles. These defects increase the cost of the goods 12 or 15 per cent. Sometimes I open up hinges which are bored, but not countersunk, or the handle pulls out of an iron because a screw is not tightened. These are some of the little things that worry the dealer and that seem to show lack of inspection at the factory.

"Sometimes a key will not turn in a lock, or the cover sticks on a churn, or some little thing occurs which takes time to adjust. Sometimes these things and brought back by customers. As some of the articles

#### PRESIDENT ADAM TAYLOR, OF THE C.H.M.E.A., TO THE ONTARIO RETAIL HARDWARE ASSN.

The friendly relations that now exist between these two associations cannot be easily broken or cast aside.

The business depression which has been felt all over the country we cannot afford to make light of. Every day brings fresh reminders of what we have been going through. But it is a mistake to suppose that the depression that we have been suffering from is peculiar to Canada or even to North America. The depression is more or less world-wide and every nation is feeling the pinch of hard times.

The European complications teach us that we must hang together or hang separately. I believe to-day we are on the eve of the greatest industrial revival in twenty-five years. I say this not to voice a hope, but to voice a fact, as we are all aware that the iron and steel industry is the barometer of the financial market, and this has been steadily on the upward path, and our organizations are in a peculiar sense correlated with those industries, therefore, keenly sensitive to business expansion.



have no name on them, this is one of the drawbacks in buying against the jobber.

"In our experience with American goods we have not many instances like this. When you buy a dozen shovels from them you can sell a dozen out of the dozen. We want to sell Canadian-made goods, but we want them to be quality goods, and think more interest should be shown in the matter of inspection at the factory before these goods are sent out. Perhaps a discussion of the matter would help."

"It is good to bring up matters of this kind—the truth, plain and unvarnished," said A. A. Bittues, of the Gillette Safety Razor Co. "Now you dealers have your association, and we manufacturers have our association. When you get shovels that way, or churns, forks or other goods, why not make a complaint to your secretary and have him take up the matter with the manufacturers' association secretary. In boosting made-in-Canada goods it was mentioned that these should have preference only when quality and price were equal."

"I am the mop-handle man," said Mr. Peet, of the Drayton Mills, Ltd. "Our policy is that if dealers will send back any defective article of ours we will return your money. This is the same policy as the Americans have."

#### Not an Exclusive Objection

Secretary F. M. Tobin, of the C.H.M.E., told a story of when he was a manufacturer in the U.S. he imported from Germany gun stocks—some 20,000 in all, and when he examined them there were some 1,300 pieces which varied from his specifications. When he wanted to deduct these from his invoice the makers said no. They thought he should allow for a certain proportion of these and take the bad with the good. "So you see it is not an exclusive objection here in Canada." Differences should be settled on some such basis as Mr. Bittues suggested. Retailers sometimes fail in giving satisfactory service, not because the dealer is to blame, but because the help in the store is a little negligent. This is a similar position with the manufacturer in his packing and shipping.

#### Complaint Book for Dealers.

Adam Taylor suggested dealers having a book debiting back to the manufacturer any defective article he comes across from time to time. He could then make an adjustment with the traveling salesman on his next round.

He had a little complaint to make himself, and it was in regard to the negligence of dealers replying to letters of inquiry. His company recently issued a catalogue costing a dollar each. He sent out a letter to each of 784 dealers in the country asking them to send in reply, name and address if they wanted a copy of this catalogue. Less than 300 replies were received. A second letter brought less than 100, so a third letter was sent out. In all the three letters enabled us to send out less than 600 catalogues. He knew dealers were worried to death with circular matter, etc., but they might take a minute or two to drop a postcard in answer to a request put up to them.

Mr. Taylor thought dealers did not allow clerks to wait on the store enough. It was only when the dealer himself was engaged that some clerks got a chance to wait on customers.

#### Canadian Tapes a Standard.

Manufacturers have troubles, too, said J. A. Hossack, of the Lufkin Rule Co. We import steel for steel

tapes from Sweden and England, and you would be amazed at the thousands of yards of this material we scrap every year. Every week, in fact, we scrap quantities of this steel. As to the quality of our Canadian-made rules and tapes that they have been adopted as standards by the British Government and the Government in Canada, is surely sufficient guarantee of their quality, and that they have been accepted on order in competition with the world also speaks for their reputation.

We welcome any complaints that may be made as we regard every complaint as a suggestion. The old attitude at conventions of having blackboards and listening to and asking for suggestions and complaints is being improved upon. We have cut out the "suggestion" feature and are talking up the complaints because complaints contain the best kind of suggestions.

President Macpherson thought Mr. Taylor's complaint book idea a solution of the difficulty. The number of complaints, however, in a year was so multitudinous that he was afraid hardware dealers would be thought to be chronic kickers.

#### Advice From Jobbers.

The entrance of a deputation from the Canadian Wholesale Hardware Association brought forth some witty remarks from Tom Williamson, president of that organization. He was pleased to be with the retailers and happy to say that they should increase their prices—and stick to them. This is a peculiar year, said he, there is a shortage of business and this should be made



JAS. MCGREGOR and his son, Roy.  
Mr. McGregor was elected  
2nd vice-president.

up in increased profits. He was glad to see the various associations getting closer together.

The war tax of 7½ per cent. should be added to all our goods. Everybody expects it, and manufacturers will take advantage of it. When the tax is removed our prices will have to go back to the old figures even though we ourselves have paid the higher figure for our stocks.

A. Prudhomme, Montreal, past president of the C.W. H.A., spoke of the usefulness and necessity of the hardware jobber as a link in the distribution of goods. They saved the manufacturer going to expense in selling his goods and prevented increased prices on articles going to the retail trade. The past, present and future must



recognize the status of the middleman as a factor in trade between the maker and the dealer. The manufacturer should have a fair profit, so should the jobber and the retailer. The retail association was doing good work. It should see that the manufacturer protects the dealer and that the jobber did likewise.

### **Selling Coal Oil Direct.**

Frank Lapp, of the Imperial Oil Co., told of a disturbing element in the oil trade in Ontario. An American concern was soliciting barrel orders of a poor grade of coal oil from farmers in rural communities to the detriment of oil sales in hardware stores. He asked for co-operation from the trade in ousting this concern which threatened to sell other lines direct to consumers in Canada. "They are getting cash that should go into your pockets, as well as ours," concluded Mr. Lapp.

### **Disturbing Elements in Trade.**

The Retail Merchants' Association was represented by E. M. Trowern, Dominion secretary. He extended to the hardwaremen the greetings of his body. There never was a time when retailer, jobber and manufacturer should get together as now, said Mr. Trowern. There is a grain growers' association coming into this province which is trying to do business outside the legitimate channels of trade, and it must be fought. It is a co-operative scheme, and like all such is nothing more than a weed.

There are three things that are and must be recognized in legitimate trade—price, quality and policy. What is your policy? Is it everything it should be? There is the policy of one big store here which is advertising that it is keeping the manufacturers busy—it is buying at cost and selling at cost. This statement is not true, it is an absolute lie. A year ago we had put on the statute books of this country an Act making false advertising a crime, and some short time ago we had a Hamilton house fined \$100 for advertising that they were selling below wholesale prices.

Mr. Trowern rounded off his address with some remarks on the importance of the retailers of the country as distributors.

At the close of the morning meeting the officers of the retail and of the exhibitors' associations went into executive session.

## **Presentation of Officers' Reports**

**W**HEN the meeting came to order after lunch on Wednesday afternoon, the presidential and other reports were presented. All of them breathed optimism and reported a satisfactory condition of the association's affairs. The reports and addresses were as follows:

### **PRESIDENT'S ADDRESS**

Members of the O. R. H. & S. D. A.

Gentlemen: As we have at this, our Tenth Annual Convention, many matters of vital interest to discuss in connection with the life and growth of our association, I do not intend to take up any of your valuable time with questions which have not a direct bearing on the interests of our association.

Gathered as we are in closed session, you are free to discuss to the full such matters as are laid before you

either by the executive or may be introduced by any member present.

During the past two years we have held joint sessions with the Canadian Manufacturers' Exhibitors', Limited, at which the exhibits were managed and controlled by the exhibitors, and from which your association received no financial benefit. As to whether any benefit has been gained by holding the conventions jointly should be discussed freely and fully. That the exhibitors' association have in the matter of entertainment of our members been extremely generous—we might even say lavish—is conceded by all and I am sure we hold them in the highest esteem, still, the question of practical benefit to this association we are in duty bound to discuss. I am satisfied that the exhibitors' association will in turn discuss, if they have not already done so—our value to them in the same friendly spirit we should show in our consideration of this matter.

You will be asked to once again take up the matter of joining our forces with the Retail Merchants' Association, and it is to be hoped that after due consideration that some decisive conclusion will be reached, so as to relieve the incoming executive of the necessity of continuing negotiations unless it is the expressed desire of the association to become a branch of the R.M.A. Your advisory committee paid considerable attention to this matter during the past year, but declined to commit the association until the matter was fully discussed in convention.

Your consideration is asked to the unjust method now being advertised of attempting to keep the wheels of our Canadian factories moving by their selling to a large departmental store their product at cost, which is in turn to be distributed to consumers without a profit. This is manifestly unfair to the retail merchant who now has the same line of goods on hand, bought at a profit to the manufacturer with added freight and overhead expenses, making competition out of the question. Manufacturers in our lines of business should receive the emphatic protest of this association in view of the demoralization of prices which will result.

The advisability of once again permitting commercial travelers, representing manufacturers, or jobbers or manufacturers' agents, to associate membership in our association, with limited privileges, will come before you for consideration and action.

The necessity of increasing our membership is a matter of paramount importance, and a suggested means will be submitted to you for your consideration. In order to give our association the necessary prestige to carry to a satisfactory conclusion any claims or grievances we may have with manufacturers or jobbers, we must at least quadruple our membership. Any suggestions from our members to attain this end will be welcomed by the officers of the association.

The various questions to which I have asked your attention, together with the items named on the general program, and other matters which will be introduced during our sessions will I am sure receive your earnest consideration, and I feel that there will be no necessity for me to urge your attendance during each session, in order to have the benefit of the expression of your views, together with the enthusiasm arising from well attended meetings.

In conclusion I must thank you for the honor given me in presiding at this convention as your president, and to express the wish that in our deliberations we may all receive a direct benefit which will enable us



to better handle the various vexatious questions which arise from time to time in the conduct of our affairs, and that our interest in this association may be so increased that individually we may work for its advancement and prosperity.

W. F. MACPHERSON.

### EXECUTIVE COMMITTEE REPORT.

Following the Ottawa convention a year ago the executive committee held a meeting in Toronto on April 13 and decided to meet at London this year, but it was later found necessary, on account of the convention buildings in that city being used for military purposes, to change the convention meeting place to Toronto, shortening the term to two days, and holding a purely business convention, without a trade exhibition.

At the Ottawa convention a proposition was made by officers of the Retail Merchants' Association that the Retail Hardware Association affiliate with that organization, and the matter was referred to our executive. A conference was held with officers of the Retail Grocers' Association, on April 13, and on April 29 both the Retail Grocers and members of our committee held a meeting with the executive of the Retail Merchants' Association, at their offices in Toronto.

The officers of the R. M. A. pointed out that their organization covered the other provinces of Canada as well as Ontario, the membership being approximately 3,000 in Ontario, 1,500 in Quebec, 1,500 in Saskatchewan, and 1,000 in Alberta, a total of about 7,000. The R. M. A. had tried to operate on a \$2 yearly fee, but had gone into debt on account of heavy expense in fighting the Trading Stamps Act, the Co-operative Societies' bill, and other legislation. They had now raised the fee to \$5, and were clearing off the old indebtedness. With 3,000 members in Ontario, there was an annual revenue of \$15,000 for organization and legislative purposes.

On this showing the Retail Grocers' Association held a convention and decided to affiliate with the R. M. A., they having a membership of 600 in Toronto, Hamilton, Brantford, London, and other cities.

Your executive, however, desired further information and referred the question to the advisory committee, who met the R. M. A. executive at Toronto on May 25. At this meeting a basis of agreement was reached whereby the Retail Hardware Association could merge itself into the R. M. A. as the Hardware Section of the Ontario Branch of the R. M. A., providing it was so decided by a referendum vote or by our convention.

The plan arranged was that the members of the Retail Hardware Association (about 275) decide to increase their dues to \$5 yearly, beginning January, 1915, and that they, with the 125 hardware members of the R. M. A. in Ontario, not members of the Retail Hardware Association, form the Hardware Section of the R. M. A. for Ontario. The R. M. A. has, in addition to the 125 referred to, about 75 hardwaremen who are also members of the Retail Hardware Association. The amalgamated organization would thus have about 400 members to begin with.

The present officers of the Retail Hardware Association were to continue as officers of the R. M. A. Hardware Section until the next convention, with the exception of the secretary, the R. M. A. constitution requiring that its provincial secretary (at present Mr. Trowern) be secretary of all trade sections. The R. M. A. officers were, however, agreeable to an amend-

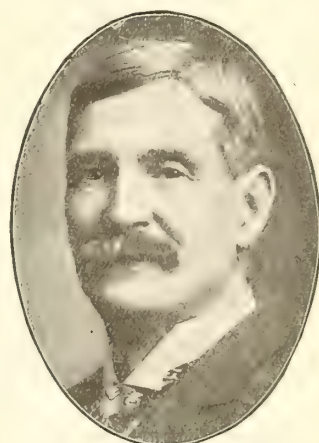
ment to their constitution enabling the Hardware Section to have a secretary handle all or part of its work. The Hardware Section was to retain the hardware association funds and could raise additional funds on plans approved by the provincial officers of the R. M. A. All necessary organization expenses would be paid out of the R. M. A. general funds, but no part of the \$5 fee was to be returnable to the Hardware Section.

The plan also included a Dominion Hardware Section, with representatives from the Hardware Sections in other provinces throughout Canada.

After consideration, the advisory committee decided that as it could not recommend in favor of amalgama-



W. F. MACPHERSON, Prescott  
Retiring president and new secretary  
of the association.



JOHN CASLOR, Toronto  
Re-elected treasurer for the  
ensuing year.

tion it would be best to hold the matter for discussion at this convention instead of asking the members for a referendum vote.

In addition to the suggested affiliation with the Retail Merchants' Association, we suggest the following subjects for discussion at this convention:

Is it desirable to hold hardware exhibitions during future conventions?

The policy of exporting nickel in raw state to be refined in the United States and to be again imported in large quantities by stove and other manufacturers, thus increasing the cost of stoves, etc., to the Canadian trade, while giving stove manufacturers in the United States an advantage over Canadian foundrymen.

The continuance of the unjust policy of charging merchants for the expense of inspecting weights and measures.

The effect of the Workmen's Compensation Act on hardware merchants, metal workers, plumbers, etc.

The effect of the new war taxes on the hardware trade.

The policy of a large advertiser in using the "Made-in-Canada" movement to feature a sale, in advertising which misleading, if not false, statements were used.

Respectfully submitted.

W. F. MACPHERSON, President.  
WESTON WRIGLEY, Secretary.

### SECRETARY'S REPORT

With this convention the Ontario Retail Hardware and Stove Dealers' Association enters upon its tenth year—and, let us hope, into a second cycle of greater usefulness to the retail hardware trade.

Since its organization, in April, 1906, the association



has been an aggressive, yet conservative, factor in bringing about a considerable improvement in trade conditions. If it has not accomplished all that some might desire, it has been because the need has not been sufficiently recognized to cause more retailers to give the association their membership and support.

The Retail Hardware Association has justified its organization by nearly a decade of activity, in which it has brought together each year several hundred hardwaremen into friendly conclave, in which they have discussed problems which have benefited themselves, while also giving their support to trade and political problems affecting all retail hardwaremen.

In addition to creating a better feeling amongst retailers, the Retail Hardware Association has won the respect of the Wholesale Hardware Association, and has also been the means of organizing the manufacturers into the Canadian Hardware Manufacturers' Exhibitors, Limited. Where only the wholesalers were organized ten years ago, the three branches of the trade now have associations which can, when occasion requires, co-operate together in furthering any movements which affect the interests of the trade as a whole.

#### The "Made-in-Canada" Movement

One such movement which deserves the support of all at this time is the campaign to give preference, wherever possible, to articles "Made in Canada."

Because an article is "Made in Canada" is not, under normal conditions, a sufficient reason for its purchase. The article should compare favorably in price and quality with imported goods. It should be able to hold its own in competition, and it should be backed up with equally as effective advertising and selling helps as the competitive line, if it is to win and hold its place on the market.

But just now, when the buying power of the Canadian people has been curtailed by the bursting of an overworked real estate boom, and by the conditions resulting from the war in Europe, there is a special reason why every dollar's worth of goods which can be bought in Canada should be "Made in Canada." Both jobbers and retailers should endeavor to keep Canadian workmen and factories busy by specifying "Made in Canada," if the goods can be obtained in the home market. The "Made-in-Canada" slogan should be as effective here as "Made in U.S.A." is in the United States.

#### Why Not a "Build-Now" Campaign?

Another slogan which should win favor with all branches of the hardware trade is "Build Now." Labor is idle and building materials are lower in price than for several years. Land is also obtainable at reasonable prices, while money to loan is accumulating in bankers' hands. Canadian farmers are obtaining very high prices for their products, and with an increase of 20 to 25 p.c. in acreage of Canadian land sown in grain this year, Canada's 1915 crop should be the greatest in history and again attract a flow of emigration to Canada from battle-scarred Europe.

All conditions are favorable to a "Build-Now" campaign and if hardware manufacturers, jobbers and retailers seek the co-operation of the builders' exchanges in the cities, and the farm organizations and boards of trade in the rural districts, much building might be encouraged by showing the advantages of building under existing conditions. Hardwaremen could materially assist in such a campaign by featuring "Build

Now" cards in window displays and by linking it up with their "Clean and Paint Up" spring advertising.

#### Membership and Finances

While the Ottawa convention last year was the most largely attended in the history of the association, the registration arrangements were very unsatisfactory, and there was a loss of 30 p.c. in membership receipts for 1914, as compared with 1913. Expenses were reduced in proportion, however, and the auditors' report shows the association to have had \$917 as cash on hand on Dec. 31, 1914, as compared with \$1,027 a year before, the loss for the year being, therefore, \$110.

The association, by having a purely business convention this year, is getting back to the plan followed in its early gatherings, when the Question Box and trade discussions excited keen interest. The educational value of hardware exhibitions should not be overlooked, but, without doubt, the central feature of retail hardware conventions should be the debates and discussions on trade problems, and nothing should be allowed to overshadow these features at future conventions.

WESTON WRIGLEY, Secretary.

#### FINANCIAL REPORT—1914

##### RECEIPTS

Membership fees, etc. ....	\$557.30
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##### DISBURSEMENTS

Paid to Treasurer .....	557.30
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##### Treasurer's Report

##### RECEIPTS

Cash balance, Dec. 31, 1913 .....	\$1,027.90
Received from Secretary .....	557.30
Interest .....	29.13

Total .....	\$1614.33
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##### EXPENDITURES

Convention expense .....	\$235.85
Executive traveling expense .....	230.40
Job printing .....	54.50
Office expense .....	76.31
Secretary's salary .....	100.00

Total .....	697.06
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##### STANDING OF ASSOCIATION

Cash on hand, Dec. 31, 1914 .....	\$917.27
Saleable stock on hand .....	12.00
Office Equipment .....	40.00

Total .....	\$969.27
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##### LIABILITIES

None.

J. W. PEACOCK,

GEORGE MATHEWSON,

Toronto, January 20, 1915.

Auditors.

#### TRADE PRESS AT THE CONVENTION

The following members of the trade press were in attendance at the convention meetings: D. O. McKinnon, W. L. Edmonds, Geo. H. Honsberger, James O'Hagan, W. J. Bryans and C. G. Brandt represented Canadian Hardware Journal; J. G. Lorrman, T. B. Costain and G. D. Davis, Hardware and Metal; and Phillip Thompson, The Ironmonger, London, Eng.



## O.R.H. & S.D.A. Decides Not to Affiliate With the R.M.A.

## *But Advises Members to Also Join R.M.A.*

**F**OLLOWING the presentation of the treasurer's report on Wednesday afternoon, the meeting decided to discuss the suggestions set forth in the president's address, clause by clause. The first had to do with the question of affiliation with the Retail Merchants' Association, in regard to which the executive had passed on a recommendation to the convention that the O.R.H. & S.D.A. should not affiliate with the R.M.A., but that members individually become members of the R.M.A., as well as of the O.R.H. & S.D.A.

### Lengthy Discussion on Proposed Affiliation.

Secretary Wrigley explained the negotiations that had been carried on with the R.M.A., as set forth in his report, and a good deal of discussion took place on the proposed amalgamation. M. S. Madole, of Napanee, and D. Cinnamon, of Lindsay, spoke of the good work that had been done by the R.M.A. in legislative work.

A. J. Wright, of Hamilton, pointed out the value of specialization and the ability of a one-line association to deal to better advantage with problems of its particular line of trade. He pointed out the need of enthusiasm in order to get the best results out of an association. "How many here have secured a new member for our association during the past year?" was the pointed question he asked those present. He stated that the association meetings had meant dollars to him in the information and ideas secured.

"We would receive good from these meetings if we only got together and had a talk," said D. Cinnamon, of Lindsay, "but our object should be to accomplish the greatest amount of good." He referred to the good work done by the R.M.A. in a legislative way, and to the fact that it was a benefit to all lines of trade and, therefore, all should bear a share of the cost of it. He thought that an association comprised of all lines of trade would have a greater weight on legislative bodies, and referred to the possibility of amalgamation with the R.M.A., and still retain the identity of the hardware association.

### Cites Benefits from Hardware Conventions.

"As to the value that our association has been," said H. Oecomore, of Guelph, "I remember one 'Question Box' discussion at which a number of members found that they were doing eavestroughing below cost, and accordingly advanced prices to a profitable basis." He knew of several instances of similar benefit being received from the hardware conventions.

M. S. Madole referred to the pleasing associations in connection with the O.R.H. & S.D.A. that members would be reluctant to give up. "It is also probably true," he stated, "that some members have not received the greatest good from our association because of their own lack of interest and enthusiasm."

"If we did amalgamate with the R.M.A.," said Jas. McGregor, of Oakville, "it would cost us over \$5 if we still kept up our hardware conventions, so why not retain our present association and also join the R.M.A.? It would cost us practically no more."

D. A. MacNab, of Orillia, recited his experiences with the R.M.A. in his own town. He had attended all the conventions of the Hardware Association and had received an immense value from them. He believed that the exhibition was a big factor in bringing members to the convention.

### Advise Members to Also Join R.M.A.

A resolution was finally passed endorsing the recommendation of the executive not to affiliate with the Retail Merchants' Association, but that members of the O.R.H. & S.D.A. be urged to also join the R.M.A.

## Travelers Will Be Admitted as Associate Members

**O**N motion of Messrs. Conn and Caslor, a resolution was passed that travelers for jobbers and manufacturers, and also manufacturers' agents, be admitted as associate members of the association at a fee of \$1 per year, with privilege of attending open meetings. The deep interest of the travelers in the association was referred to.

The statement was made that some travelers had been "knocking" the association, but the opinion was expressed that such instances were few and that any such cases should be reported to the executive with particulars, so that they could be taken up and dealt with.

"If the retailers said as many good things about our association as the travelers, we would have a larger association," was the assertion of E. J. Creeper, of Owen Sound.

### DISCUSS WAYS OF INCREASING MEMBERSHIP

Ways and means of increasing the membership, and also the interest in the association, were taken up. The need of showing members some real and direct benefits was recognized, and President Macpherson suggested the issuing of price cards, collection forms, etc., in limited lots, to all members of the association. The collection forms had been found of a good deal of value by many members and he felt that the price cards would also be much appreciated.

As a means of increasing the membership of the association, A. J. Wright, of Hamilton, suggested that the association be divided into two teams to go after new members. A cup might be presented to the team getting the most members, and he thought that if backed by sufficient enthusiasm, that such a plan should be productive of good results.

### TO SELECT 1915 OFFICERS

A nominating committee was appointed consisting of Messrs. Madole, Oecomore, Rankin, Wanless and Whitten.



# Heart-to-Heart Talk on Buying of Hardware

*Proves interesting and valuable feature of convention—  
How to buy to best advantage—Some price comparisons*

THE "Heart-to-Heart" talk on the buying of hardware with comparison of prices paid by various members, proved a very interesting and valuable feature of the Wednesday afternoon meeting. The discussion was led by President Macpherson, who pointed out the advantage of two or three dealers in one town or neighboring towns getting together to buy in car lots, thus obtaining a better price. He referred to one recent instance in which he had saved \$1 per case on glass by buying by the car lot. It meant a total saving of \$65 to \$70. The same co-operative plan of buying had been followed with nails, poultry netting, etc.

## What Constitutes a Jobber?

"What constitutes a jobber?" was a question asked. He was defined as one dealing with the retail trade and the retail trade only, and who sends out travelers.

One member complained of a competitive retailer who was on the jobbing list for pipe, and who was selling this line at the same price as he (the dealer) had to pay for it. He felt that the association should see that those who are not really jobbers should be cut off jobbers' lists. He was advised to forward his complaint with particulars to the advisory board of the association, and the matter would be taken up.

## Damaged and Imperfect Goods.

The question of damaged or imperfect goods received was brought up. It was suggested that such goods be returned, or kept and shown to the traveler when he called. One dealer stated that he had trouble in securing allowances for such goods and it was suggested that the amount be deducted when payment was being made to the firm.

"How many purchased poultry netting for spring delivery at better than 50 and 10 per cent. off?" was a question asked. Four dealers stood up. "Then why didn't all get that better price?" the member wanted to know. One dealer stated that he had bought poultry netting with an extra discount of 5 per cent., but when it arrived he found it was made in the United States. Believing in selling Canadian goods when they were available, he had ordered the shipment to be taken back.

Speaking in regard to dealers securing special prices, one member stated that he didn't object to other dealers getting special prices, but he did object to dealers using such special prices to cut down on the regular selling price to the consumer, as it was certainly unfair to the man who could not get a special price.

## The War Tax and Booked Orders.

"How will the war tax affect booked orders not yet delivered?" asked a member.

The general opinion appeared to be that it would be added on. It states on many orders that they are subject to change in duty. One member who had galvanized iron bought for spring delivery had made enquiry and was informed that it would be subject to increased tariff. One dealer said there was nothing on his order relative to change in duty, and he wouldn't pay it. Another dealer said it was not specified on his order

and the firm had written, asking if he would be willing to pay half the increased duty. One member pointed out that importers had to pay the increased duty, and even if not specified on orders, the retailer was in honor bound to pay it.

## Oil Company and Transient Traders' Law.

Enquiry was made regarding an oil company that was selling oil to consumers in various districts. One dealer stated that the company had delivered two cars of oil in his vicinity, but they came under the Transient Traders' By-law and had to pay a fee of \$50. Each municipality has the right to pass a by-law setting the license for transient traders. Where there is not at present such a by-law, the retailers should see that one is passed.

One dealer pointed out that he preferred to sell oil in five-gallon lots instead of by the barrel, as it brought customers into the store oftener, and so presented an opportunity to sell them more goods.

## Cost and Selling Prices.

An enquiry was made as to what price members paid for water white oil. It was pointed out that the price depends on location and whether it is shipped in in barrels or delivered from tank. Even in the latter case the price depends on distance from distributing point. One member mentioned 11 cents as the price he paid, while another said 12½ cents.

"What price do you usually get for wire cloth?" was asked. This seemed to depend on location and competition. One city dealer said he had to meet the cut-in-two prices of the department stores. Another city dealer pointed out that a customer doesn't buy very much at a time and he finds that they don't pay very much attention to the cuts of the bigger stores. One dealer in a country town where there is no competition in the line from general stores, gets 30 cents for 36-inch wire cloth.

## Value of Catalogue to Local Dealer.

The question of catalogues for the local dealer was brought up by E. J. Creeper, of Owen Sound, who has gotten out a catalogue, the greater part of which would apply to the business of every dealer, 8 pages being retained for the special lines of each dealer who wished to have such a catalogue issued in his own name. He stated that he had found a catalogue good advertising for his store.

C. W. Conn, of Tillsonburg, said he had put out 2,000 catalogues two years ago, and got good results and returns are still coming in. He said it was not necessary to quote special prices with the exception of a few as leaders.

St. John, N.B., merchants recently held a successful "Dollar Day." The cash sales resulting therefrom were very encouraging.

Owen Sound merchants have instituted a campaign against the mail order houses and by a system of close prices and newspaper advertising are trying to convince the people of the folly of sending their money out of town.



## The Hardware Convention Question Box

**T**HE Question Box discussion held the attention of the members during the greater part of the Thursday afternoon session. It was as usual one of the most profitable sessions of the convention, and the attendance of members and their interest in the discussion was keen throughout. The following is the gist of questions and answers:

### Do we check up our freight bills close enough as to weights, classifications, etc.?

One member stated that he had been checking very closely during the past year, and found freight bills astray in a good many cases. Just as an instance, he had found 700 pounds difference between the real weight and that on the freight bill on a shipment of paper. That one item had meant a saving of 77 cents, and he finds quite a few similar mistakes. He keeps the scales handy so that incoming goods can be conveniently weighed and checked off.

### Money Saved by Checking Freight Bills.

Mr. Occomore stated that he had just recently found that although the rate on tin plates was supposed to be 16 cents, that two boxes had been billed at 20 cents, making a difference of 40 cents on the shipment. He looked up old freight bills, and found that the same thing had been occurring for some time back. "If it is happening in this line, why not in others?" he asked.

A dealer in a country town stated that he had also discovered mistakes and that the local freight agent had corrected them. One dealer referred to the difference in the freight rate on crated and uncrated washing machines and the fact that the higher rate is frequently charged when the lower one should be.

The question of freight is a most important one in the hardware business, where there is so much heavy freight. Anyone who has made a practice of checking up has invariably found it profitable work. The dealer should have someone especially to look after this work.

### Freight Classification of Hardware Lines.

Mr. Hawkins, of Smiths Falls, pointed out that a good many merchants don't know the classification under which different lines of hardware should be put, and quite frequently they pay a higher rate than they should. He pointed out that there is a difference of 7 cents in the freight rate between fence wire and wire fence shipped from Hamilton to Smiths Falls. Unless watched, the higher rate is liable to be placed on the freight bill when the lower rate should be used.

On motion of Messrs. Hawkins and Rankin, the advisory committee was authorized to get from the railway companies the proper classification of the principal lines of hardware and send a copy to each member of the association. The freight rates for the various classifications can be secured from the local agent and the dealer will then be in a position to competently check up his freight bills.

One dealer complained that he had now waited a year and three months for payment for claim on coal shortage. The railway had objected to the duty on the coal short being included in the price. The meeting thought that he should receive payment of duty, too, and the advisory board will endeavor to secure payment for him.

### What is the average cost of doing business in a town of 3,000?

One dealer in a town of about 3,000, and doing a business of \$35,000 per year, stated that his cost of doing business ranged from 17 to 20 per cent. A dealer in a larger town doing \$40,000 to \$45,000 business, said that 17 per cent. was the very lowest he could figure, and he felt that if he were really honest with himself it would run higher. Another dealer in a town of 3,000, said that he had recently compiled figures for the past year, and couldn't figure it at less than 20 per cent. One large city dealer surprised those present by stating



W.W. BENNETT, Gananoque.  
Re-elected to Executive Committee.

H. OCCOMORE, Guelph.  
Re-elected to Advisory Committee.

that his cost of doing business ran from 11½ to 14 per cent. Another country dealer found the average 17 per cent. One month he had got it down to 12½ per cent.

### What experience have members with small machine for making rope from binder twine?

One dealer stated that several farmers in his community had been buying binder twine from him to make rope. Three or four would club together to buy a machine which cost \$5 to \$6. They had expressed satisfaction with the rope. Another dealer stated that with the machine it was possible to make a tie rope cheaper than it can be bought. Various opinions were expressed as to the value of the machine.

### Country and City Prices on Graniteware.

A discussion took place as to the difference in city and country prices, particularly in regard to tinware and graniteware. It was contended that the man in the country has to pay higher prices than city dealers. A dealer three miles from the city limits of Toronto complained that this put him at a great disadvantage, as he also had to pay more for freight and cartage and still compete with city dealers. After a good deal of discussion, a resolution was passed that the advisory committee take up the matter with manufacturers of graniteware and tinware in an endeavor to secure a sliding scale of discounts on quantity purchases of these lines.



**Which is the best system to install in new store—cash register or cash carrier?**

It was agreed that this depended on the size of the store and the amount of business done. With a small store, the cash register was the only practical system while with a large store the cash carrier might also be used to advantage.

**Why do departmentals get building paper cheaper than we do?**

It was believed that the correct answer was because they control the output of certain factories.

**What is the best method of regulating a credit system and collections?**

One dealer, who had adopted the plan of sending out accounts the first of every month regularly, said this method of collection had proven very satisfactory. The

He did a \$21,000 business in a rural town. There was a tinsmithing business in connection with his trade, but under separate management.

**When do you write off bad debts or doubtful accounts?**

Never. Always keep them on. Though not treated as an asset, they are collectible accounts just the same. One dealer said he collected between \$400 and \$500 of bad debts last year, but it took some effort to get the money in. At the end of every year he writes off these bad accounts, making a separate list of them, and treating them as cash when accounts are settled.

**Can I collect interest on my accounts at the rates I set myself and which are printed on my billheads?**

No decisive answer was given. The dealer who asked the question stated that on his billheads he had printed: "After 30 days, one per cent. will be added to this account if not settled." At 60 days he sent a second account and charged two per cent. If no reply was coming within a reasonable time he drew on the purchaser. He had not struck a snag yet, but was not certain that he was allowed to do this.

**In building a house what prices are charged on the following builders' hardware items:**

- 12 inside sets.
- A front door set (better grade of lock).
- 11 sash locks.
- 22 sash lifts.
- Cellar window sets.
- Floor hinge.
- 2 push plates.
- 12 pair 3½-inch butts.
- 12 pair 4-inch butts.
- 160 pounds sash weights.
- Sash cord, per pound.
- Discount on glass.

The items were to be of ordinary standard in copper or steel.

This proved to be one of the most interesting questions put before the convention. One dealer said he would not figure on individual items, as it would depend a great deal on the locality and the amount of competition; but as the chairman believed the questioner wished to find out if a wide diversity of prices obtained among the trade he thought it well to take up the items separately.

And what a diversity. Hardly two dealers had the same quotations on any one item.

On inside sets offers were made ranging from 35 to 50 cents each, and \$4 to \$4.80 per dozen.

On the front door set the prices ran from 95c. to \$1.25.

Sash locks went at 60c., 75c., \$1 and \$1.25 per dozen.

Sash lifts at 15c. and 20c. a pair to 75c. a dozen.

Cellar window sets, 15c. each and 75c. a dozen.

Floor hinges, each, \$1.25 to \$2.50.

Push plates, 20c., 25c. and 35c. each.

3½-inch butts at from 15c. to 23c., and 4-inch butts at 18c., 20c. and 25c.

Sash weights were quoted at from \$1.50 to \$1.75, and sash cord at 28c., 35c. and 40c. a pound.

Glass ranged from net on standard list to 10 off.

Canada Universal Nut Lock, Ltd., Toronto, capitalized at \$100,000, has been incorporated to make hardware and other specialties.



D. A. MACNAB, Orillia.



E. J. CREEPER, Owen Sound.

Both re-elected members of Executive Committee.

loose leaf system allowed him to do this quite easily. He had put on the top of all his billheads a notice stating that he had adopted the monthly account system. This helped him in three ways when the account was not paid. (1) No excuse could be made that the customer did not receive an account; (2) Gave an opportunity to customer to correct a mistake, if one had been made; (3) Acted as an advertising medium to the customer doing business.

Another dealer said he had so much difficulty with credits that after attending the Ottawa convention a year ago he decided to do only a cash business, except with manufacturing concerns who preferred having monthly accounts rendered, and men building or painting houses who made a contract with him. His town opposition had been in business 40 years, is a wealthy man, and did a credit trade. Irrespective of that, on May 1 last he took a page ad. in his local weekly newspaper, stating that he was putting his business on a "strictly cash" basis, giving the reasons therefor, and taking his customers and the readers of the paper into his confidence. He also told his opposition dealer what he was doing.

On May 4 he put the cash system into play, and in two weeks his opposition adopted the same policy. At the close of last year he had \$1,000 on his books, \$500 of this being owed by one man who was building a new house, and all of it collectible. A year ago he carried \$4,500 on his books, and of this about \$700 or \$800 was carried from year to year. In January he put less than \$60 on his books temporarily.



## Explanation of Ontario Workmen's Compensation Law

**A**T the morning session on Thursday, George A. Kingston, of the Workmen's Compensation Board, was present and explained the workings of the Compensation Act in so far as it affected the hardware dealer, and also answered dealers' questions in regard to various points of the Act. It will be remembered Mr. Kingston contributed an article on this subject to the February issue of the Canadian Hardware Journal.

In so far as the retail business is concerned, part one of the Act does not apply, and, therefore, no accident fund is collected from dealers doing ordinary retail business, but they are individually liable to pay the compensation if any accidents occur.

Where dealers do roofing, eavestroughing and plumbing they do come under the Act, however, no matter how many men are employed. In regard to tinshop work, if more than three men are employed, the dealer has to come in, but if three or less are employed, he may request to be included.

If you pay \$1,200 in wages to your tinshop men or plumbers, and they are engaged in work outside the shop one quarter of the time, you report on only one-quarter of their wages, or \$300. If they are hurt while engaged in outside work, they get compensation under the Act."

As to the cost, it is 2 per cent. on men engaged in outside plumbing and  $2\frac{1}{2}$  per cent. for those engaged in outside sheet metal work. If a man paid his plumbers \$1,500 a year, he would pay 2 per cent. on that, or \$30.

If a man paid \$2,000 for tinsmithing work and one-quarter of that was outside work, he would pay  $2\frac{1}{2}$  per cent. on \$500, or \$12.50 per year.

When an assessment is collected, the employer is not liable for compensation if workmen are hurt. The Government is then liable.

## THE ELECTIONS

**T**HE Nominating Committee presented its report through M. S. Madole, chairman, at the Thursday afternoon session of the convention. The report was divided into eight clauses, the first six dealing with the new officers for 1915. When put, clause by clause, the recommendations of the committee were approved and adopted.

The new officers for 1915 are, therefore:

President—C. W. Conn, Tillsonburg.

First Vice-President—W. J. Carter, Picton.

Second Vice-President—Jas McGregor, Oakville.

Treasurer—John Caslor, Toronto.

Secretary—W. F. Macpherson, Prescott.

Advisory Committee—C. W. Conn, Tillsonburg; W. F. Macpherson, Prescott; H. Occomore, Guelph.

Executive Committee—E. J. Creeper, Owen Sound; D. A. MacNab, Orillia; W. W. Bennett, Gananoque; A. J. Wright, Hamilton; A. Wideman, Markham, and E. A. Whitten, Bracebridge.

Auditors—Geo. Mathewson and J. W. Peacock, Toronto.

There is thus a promotion almost all along the line.

Jas. McGregor moves up from the executive to the second vice-presidency, and E. A. Whitten takes his place on that committee. W. F. Macpherson takes the secretaryship in succession to Weston Wrigley, so that the only new face on the board is E. A. Whitten.

### Change in Secretaryship

Mr. Macpherson's appointment to the secretaryship carries with it a recompense of \$300 for the year, in consequence of the time he will be expected to give to this office of the association, and an honorarium of \$100 was voted Weston Wrigley for his services in connection with the association's work. Mr. Wrigley was also given a life membership in the association and elected honorary secretary of the organization.

M. S. Madole presented the thanks of the association to Mr. Wrigley and paid a glowing testimony to his worth.

Mr. Wrigley, in acknowledging these tributes, said that on account of his not being a retail hardwareman



E. A. WHITTEN, Bracebridge.  
New Executive member.



A. J. WRIGHT, Hamilton.  
Returned to Executive.

he felt he had limitations in performing the duties of his office, but he had always done his best since the formation of the organization ten years ago and was glad to know that this year the association was holding its greatest convention. He felt that in turning over the office to Mr. Macpherson the association was putting the work in the hands of the most capable officer the retail hardware organization had.

Mr. Macpherson, in introducing the new president, C. W. Conn, thanked the members for the interest shown during the convention, and for the support given him during the year. He hoped the same attention would be shown Mr. Conn during his term of office.

Mr. Conn acknowledged the thanks he felt. He entered the office in trepidation after such a lively president as Mr. Macpherson, but was glad he would still have his assistance during the year as secretary.

### BUILD NOW.

One of the important talks of Hardware Convention Week was that delivered by Gordon C. Keith, secretary of the Canadian National Clay Products Association, on the new "Build Now" campaign, which has obtained such a vogue in the United States. This campaign might be likened to the "Clean-Up, Paint-Up" movement which has done so much in late years, both in Canada and across the border, to boost the sales of paint; and the purpose of this "Build Now" campaign is to do the same for builders' hardware.

Mr. Keith's address contains suggestions which might be put into profitable practice by hardware dealers, particularly at this time.



### GETTING PAST POST OFFICE RESTRICTIONS

W. H. Manning, Coldwater, brought up the question of a Toronto mail order house getting by the postal regulations by shipping quantities of catalogues—some two tons of them—into his town by freight and then sending a man up to send them out by parcel post to farmers and others within the 20-mile radius, effecting thereby a saving of \$200. If this firm was doing this in his town, might they not be doing it elsewhere in Ontario?

This matter, on motion, was referred to the executive, with instructions to have the secretary write the Postmaster General at Ottawa, citing the case and asking him to apply a remedy. It was thought by some that if the action of this mail order house was in contravention to the postal regulations then the matter should be discussed in Parliament.

### CAMPAIGN TO INCREASE MEMBERSHIP

A. Wright's proposition to have competing teams appointed to stir up enthusiasm and increase the membership met with much favor, and after discussion had brought forth a number of suggestions the following motions, given by A. Wright and seconded by M. S. Madole, were adopted:

(1) "That a banner be offered for yearly competition in the securing of members for the association, among four teams, the flag to be in the possession of the captain of the winning team. The districts are to be allotted and the captains selected by the executive. The competition to open April 1 and terminate on the eve of the 1916 convention."

(2) "That two individual prizes be offered—one to the traveler and one to the member bringing in the largest number of members between April 1 and opening convention day next year."

The membership fee paid in this competition entitles members to attend the 1916 convention.

### CLEANING UP THE SLATE

Votes of thanks were unanimously tendered the officers for their work during the past year; to the trade papers, for the interest shown in association affairs, not only at convention time, but throughout the year; and to the King Edward Hotel Co., for placing such a comfortable and convenient room at the disposal of the convention.

The question of holding the next annual meeting was left in the hands of the executive committee.

The convention adjourned at 6.30.

## Retailers Registered at Convention

W. F. Macpherson, Prescott.  
M. S. Madole, Napanee.  
Blake L. Booth, Welland.  
A. E. Bottum, Bobcaygeon.  
W. A. Rankin, Ottawa.  
F. F. Balsdon, Cargill.  
Chas. C. Lee, Goderich.  
F. K. Hope, Hope & Son, Perth.  
E. J. Creeper, Creeper & Griffin, Owen Sound.  
Albert Wideman, A. & H. Wideman, Markham.  
H. Occomore, H. Occomore & Co., Guelph.  
E. A. Whitten, Whitten Co., Ltd., Bracebridge.  
Gordon Colton, Colton & Lorimer, Burlington.  
W. H. Manning, Coldwater.  
R. Hawkins, Smiths Falls.  
R. G. Baxter, Baxter Hardware Co., Windsor.  
W. J. Bell, Beeton.  
E. W. Teeter, Zimmerman & Teeter, Smithville.  
R. A. Wells, Dresden.  
Chas. W. Conn, Tillsonburg.  
Alf. J. Wright, Hamilton.  
S. L. Adolph, Listowel.  
Thomas Crooks, Jr., Toronto.  
T. M. Nash, Wellington.  
D. A. McNab, Orillia.  
Joseph Akitt, Creemore.  
Fred W. Otton, H. H. Otton & Son, Barrie.  
Geo. A. Elliott, Brantford.  
Ed. Wanless, Chatham.  
G. A. Binns, Newmarket.  
R. Hadden, C. E. Hadden, Picton.  
W. J. Jeffs, Dresden.  
W. J. Carter, Carter Bros., Picton.  
J. M. Peacock, Toronto.  
W. J. Geddes, Embro.  
Geo. Ferguson, Collingwood Hardware, Collingwood.  
W. Magladery, Magladery Bros., New Liskeard.  
W. W. Bennett, Bennett & Son, Gananoque.  
W. D. Jamison, Blenheim.  
R. J. Walkem, Tottenham.  
T. Magladery, Magladery Bros., New Liskeard.  
T. I. Thomson, T. I. Thomson, Ltd., Owen Sound.  
James D. Smith, Baysville.  
John Caslor, Toronto.  
Alex. Hay, Padget & Hay, Agincourt.  
G. B. Padget, Padget & Hay, Agincourt.  
H. P. Morgan, Morgan Hdwe Co., Peterboro.  
D. Cinnamon, Lindsay.  
A. T. Shiells, Kincardine.  
T. A. Murphy, C. Murphy & Son, Toronto.  
A. L. McInnis, Davison & McInnis, Woodstock.  
Geo. A. Davison, Davison & McInnis, Woodstock.  
Geo. D. Hubbard, Hubbard & Merrill Hdwe. Co., Barrie.  
R. Nicholson, Arthur.  
Thos. Wright, Toronto.  
Nelson Mills, Mills Hdwe. Co., Ltd., Hamilton.  
C. C. Walker, J. W. Walker, Belleville.  
W. A. Silvester, Silvester Bros., Stouffville.  
J. J. Metcalfe, Shelburne.  
A. H. Brownlee, Brownlee & Atkinson, Unionville.  
Jas. Dandie, Streetsville.  
R. M. Clements, Clements & Co., Milton.  
T. C. Bishop, Norwich.  
George E. May, May Brothers, West Toronto.  
W. D. Stinson, Duncan.  
H. E. McClung, S. B. McClung & Co., Trenton.  
J. E. Mosley, Huntsville.  
G. Mathewson, Toronto.  
K. W. Mathewson, Toronto.  
J. V. Hill, Oshawa.  
Robt. Smith, Smith & Schaefer, Bolton.  
B. E. Webster, Hamilton.  
D. Misteale, Rodney.  
J. Henry & Son, Orono.  
E. W. Chard, Toronto.  
F. E. Ellis, A. Welch & Son, Toronto.  
Reg. F. Scott, Blue Hardware Store, Guelph.  
R. E. Young, Hanover.  
J. H. Hedley, Thornbury.  
W. McIntyre, Whitby.  
F. W. Barton, Port Arthur.  
Frank A. Child, Cochrane.  
H. J. Marshall, Marshall, Ecclestone, Ltd., Timmins.  
H. C. Patterson, G. H. Clark & Co., Niagara Falls.  
A. M. Oldham, Weston.  
Robt. McVittie, Southampton.  
T. Magladery, M.P.P., Englehart.  
Percy Dixon, Moncton.  
Geo. Ecclestone, Bracebridge.

Amongst other hardware dealers who attended the dinner were noticed:

Chas. Byford, Bond Hardware Co., Guelph.  
J. F. Zimmerman, White's, Ltd., Collingwood.  
W. J. Merrell, Toronto.  
M. Phillips, Toronto.  
W. G. Pow, Pow & Wilcox, Tillsonburg.  
A. R. Bernhardt, Bernhardt & Spalding, Preston.  
C. A. Graham, Toronto.  
Jos. Akitt, Creemore.  
A. W. Walker, W. Walker & Son, Toronto.  
W. D. Stinson, Omeme.  
Thos. H. Boyd, Balm Beach Hardware, Toronto.  
I. F. Fraser, Picton.  
J. Preter, Zurich.

(Continued on page 41)



A. WIDEMAN, Markham.  
Re-elected to Executive.



GEO. MATHEWSON, Toronto.  
Returned as Auditor.



J. W. PEACOCK, Toronto.  
Re-elected Auditor.



# Some Impressions of the Retail Hardware Convention

BY W. L. EDMONDS

## A Successful Convention.

It will be a long time before the 1915 convention of the Ontario Retail Hardware and Stove Dealers' Association will be forgotten by the members who were fortunate enough to be present.

There were not as many members in attendance as there were in Ottawa last year, but the gathering was a representative one just the same. And what is rather significant, the receipts from membership fees were larger than a year ago.

But whatever its characteristics might have been regarding members or measure of representation, the convention was undoubtedly one of the best in the ten years' history of the association.

\* \* \*

## Two Outstanding Features.

There were two outstanding features about the association which augur well for its future. The one was the enthusiasm manifested. The other was the practical nature of the discussion.

Of course, there were some criticisms. But criticism, providing it is not an outcropping of spleen, is a good thing. Good criticism is tonic in its influence.

When Oliver Twist asked for more it was evident that his appetite was good. At the recent convention probably more than the usual number of expressions were heard regarding the benefit, both financially and socially, which members had obtained by attending the annual meetings of the association. Like the immortal Oliver, they naturally want more of the good thing.

When it is remembered that several whose names might be mentioned have made substantial sums of money from ideas which they have picked up regarding methods of both buying and selling, it is not surprising that they should be keen for increasing the usefulness of the association.

And it was self-evident to anyone who, with his eyes and ears open, attended the recent convention that the Ontario Retail Hardware and Stove Dealers' Association is growing in wisdom, in stature, in usefulness, and in general favor.

It is also becoming more and more self-evident that it does not pay to stay away from conventions of the Ontario association.

\* \* \*

## A Membership Campaign.

One of the fruits of the enthusiasm that was manifested was the decision to inaugurate a campaign for increasing the membership of the association.

In brief, the province will be divided into four districts. In each district will be a captain who, in co-operation with others, will enter upon a gathering-in campaign. A banner will be presented at the next convention to the team bringing in the largest membership. Prizes will also be given to the individual member and to the individual traveler who procure the largest number of members during the year.

Retailers in Ontario who are not members may as well submit. The combination which has set itself to the task of netting them is too strong, and the net will be so widespread that to try and escape will be futile.

\* \* \*

## Canadian-made Goods.

Judging from incidents which cropped up on more than one occasion, it was quite evident that the heart of most retailers present was right on

the question of Canadian-made goods. There was always a "hear, hear" when reference was made to the subject. At the same time there was some criticism of manufacturers who allowed goods to leave their factories without having been first properly inspected. That Canadian manufacturers were not the only sinners in this respect was specifically pointed out by other members, who declared that they had met with similar experiences when buying imported goods.

This led to a discussion of the subject of returning defective goods, and the consensus of opinion was that whenever such goods were received they should be immediately returned to the firm from whom they were purchased.

\* \* \*

## Attitude Toward Exhibitors.

Although it was the general opinion that an exhibition in connection with the retailers' convention militated to some extent against the attendance at business sessions of the association, yet it was also the general opinion that it was, on the whole, beneficial, and particularly in two respects. The one was in the educational value of the exhibition. The other was the additional inducement it held out to retailers to attend the retail convention.

One thing is certain, when the exhibition is revived next year, as in all probability it will, it will be even more highly appreciated than it is at present.

\* \* \*

## What Constitutes a Jobber?

When someone asked, "What constitutes a jobber?" a ripple of laughter went through the convention. But, eventually, it developed into a short but serious discussion in regard to the injustice of the privileges of the jobbing list being extended to certain firms that were in reality retail dealers. Specific instances were given to show the injustice the practice wrought upon ordinary retailers. While the convention came to no definite decision as to how the "ghost" was to be laid, it was quite evident from the tone of the members that the last has not been heard of the subject.

As to what constitutes a jobber, the consensus of opinion was that it was one who employed travelers.

\* \* \*

## Will Paddle Their Own Canoe.

One thing in regard to which the association gave its decision was that of amalgamation with the Retail Merchants' Association of Canada. For some years the subject has occupied the attention of the association, but without, until the present, coming to any definite decision.

It was quite evident, from the tone of the discussion, that there is a very strong feeling of friendship among members of the O. R. H. & S. D. A. toward the R. M. A. Time and again during the discussion the opinion was freely expressed that to the latter organization the retail merchants of Canada owe a great deal for good legislation obtained and bad legislation defeated. But to consent to a union of the two organizations was a different matter.

"We like you; but we cannot marry you. Let us be as a sister to you." This was in substance the conclusion of the whole matter, with a recommendation to the effect that all hardwaremen should become members of the Retail Merchants' Association.





T. D. MCFARLANE,  
Of McFarlane-Douglas Co. Ltd.,  
Ottawa, returned as Vice-Pres.



ADAM TAYLOR,  
Of Taylor-Forbes, Ltd., Guelph. Re-  
elected President of C. H. M. E. A.



J. A. HOSSACK,  
Of Lufkin Rule Co. of Canada, Ltd.,  
Windsor, returned as Vice-Pres.

## Exhibitors' Association Re-Elect Last Year's Officers

*Confidence shown C.H.M.E.A. 1914 officers—"New dawn of business" keynote of President Taylor's address—London next year*

THE annual meeting of the Canadian Hardware Manufacturers' Exhibitors' Association was held in the King Edward Hotel, Toronto, on Wednesday afternoon, February 24, the first day of the Retail Hardware Convention.

"It is my very great pleasure to welcome you this afternoon to the third annual convention of the C.H.M.E.A.," said President Adam Taylor on calling the meeting to order. "We are on the eve of the greatest industrial revival in twenty-five years. The new light is breaking and is being hailed lustily by every business man in the country who has seen the first pink flushes of the 'New Dawn.'"

"There have been numerous events throughout the

business world recently which directly and beneficially affect the Canadian manufacturer. At the beginning of the year as we looked at the situation about everything that could be done had been done to bring about return of activity. Only one thing is now lacking, and that thing is up to the manufacturers—Get busy and do something for ourselves.

### Lessons Taught by War.

"The European war has taught us one lesson, namely—national unity. Too many are sitting around waiting for the Government to pass a law of some kind that will cause enormous foreign trade to spring up over night that will start every factory working double time, and yet they are not doing anything to get the foreign trade themselves. And still others expect to come down some morning and find the representatives of some of the warring powers waiting for them with orders enough to run their plants at war prices for a year, day and night.

"In the meantime, the traveling men are laid off. Before the "boom time" spoiled us all when we needed business we went after it and we frequently brought it home. Have we forgotten how to sell goods? Are we content to insert a little ad. in the trade paper, get out a few circulars, and wait for the orders to roll in? Have we forgotten how we used to work, and have we become incapable and lazy through a few years of good business? That is the way countries begin to decay and it is just as true of manufacturers and business houses.

"Look around and you will see instances enough to prove the truth of these remarks. Think it over; look pleasant and get busy. There is business to be had if you go after it in the right way.

"Now, gentlemen, it will be your duty to-day to

### C.H.M.E. OFFICERS FOR 1915.

President—Adam Taylor, Taylor-Forbes, Ltd., Guelph.

Vice-Presidents—E. H. Gurney, Gurney Foundry Co., Toronto; R. Yendall, Richards-Wilcox Canadian Co., London; J. A. Hossack, Lufkin Rule Co. of Canada, Windsor; John Billinghamurst, Boeckh Bros., Toronto; T. D. McFarlane, McFarlane-Douglas Co., Ottawa; A. M. Smith, McClary Mfg. Co., London.

Directors—M. R. Griffiths, Toronto; A. A. Bittues, Gillette Safety Razor Co., Montreal; Chas. Stewart, James Stewart Manufacturing Co., Woodstock; D. Griffith, B. Greening Wire Co., Hamilton; H. P. Hubbard, E. C. Atkins & Co., Hamilton; L. W. Smith, Canadian Tap & Die Co., Galt; G. B. Dowswell, Cummer-Dowswell Co., Hamilton.

Secretary-Treasurer—F. M. Tobin, Woodstock.



elect your president and directors for 1915-16, and as we are on the crest of the waves and the tide is coming in, I would suggest that you elect a strong board. All the good things coming may not arrive in 1915, but the pendulum is swinging back and prosperity is on the way.

#### Good Working Officers Wanted

"I would also suggest that you see that your directors are 'workers,' for you will need them in the next year, so as to hold and build up the association, and then should it be possible to hold an exhibition in 1916 you will have a board that will carry it through to a successful issue.

"No cloud but what has its silver lining and no evil but what may not have something of a blessing in it."

At the conclusion of the president's address, which was ordered received on motion of Messrs. Stewart and Billinghamurst, Secretary Tobin read the minutes of the various directors' meetings held since the Ottawa convention, and gave a resume of the year's business.

#### The Elections

On motion, A. A. Bittues took the chair to conduct the election of officers for 1915. It was unanimously agreed by the meeting to re-elect the same officers as last year, substituting for the name of second vice-president J. W. Moneur, who is not now with a Canadian hardware manufacturing concern, that of R. Yendall, of Richards-Wilcox Canadian Co., London.

President Taylor, on his own behalf and those officers, his colleagues, of last year, thanked the members for the confidence reposed in them; and Mr. Yendall promised to do all he could to further the interests of the association.

A number of suggestions were made regarding the time and place of holding next year's convention and exhibition. It seemed to be the consensus of opinion that London be the place; that the exhibition be held for one whole week from Monday morning to Saturday night; that the public be invited to visit the exhibition; that newspaper publicity be given the exhibition for some days before the event and during "Hardware Week." This whole matter resolved itself into the following motion put by Messrs. Yendall and Hance. "That London be selected as the place for holding next year's exhibition, and that the time be the week of the retail convention, if general conditions permit."

This motion was carried. After a vote of thanks was passed to the officers for their last year's work the meeting adjourned.

#### HARDWARE JOBBERS' SEMI-ANNUAL MEETING

The half-yearly meeting of the Canadian Wholesale Hardware Association was held at the offices of Jenkins & Hardy, Toronto, on Wednesday, February 24, the following houses being represented:

Starke-Seybold, Ltd., Montreal; D. H. Howden & Co., Ltd., London; Hobbs Hardware Co., Ltd., London; Wood, Vallance & Co., Hamilton; Caverhill, Learmont & Co., Montreal; A. Prudhomme & Fils, Ltd., Montreal; Rice Lewis & Son, Ltd., Toronto; Kennedy Hardware Co., Ltd., Toronto; and H. S. Howland, Sons & Co., Ltd., Toronto.

A deputation from the association attended the retail hardware convention and presented greetings in the morning, and the members remaining in the city accepted the invitation of the C. H. M. E. A. and attended the dinner tendered the hardware trade in the evening.

#### RETAILERS REGISTERED AT CONVENTION.

(Continued from page 38.)

Thos. Crooks, Jr., Toronto.	Howard Fleming, Creeper & Griffin Owen Sound.
W. C. Smythe, Toronto.	W. J. Samson, Blenheim.
E. A. James, Toronto.	J. W. Zavitz, Munro & Zavitz, Wallaceburg.
E. James Humphrey, W. E. Magee, Toronto.	E. W. Teeter, Zimmerman & Teeter, Smithville.
W. E. Magee, Toronto.	R. Nicholson, Arthur.
J. C. McFadden, Toronto.	R. P. Freek, Toronto.
S. W. Weldon, Toronto.	W. A. Michael, Stanton & Michael, Toronto.
J. E. Higgins, Toronto.	H. Stainton, People's Hdwe. Co., Toronto.
G. W. Boden, Toronto.	W. F. Heideman, People's Hdwe. Co., Toronto.
T. Pennell, Gilmour & Pennell, Toronto.	H. J. Smythe, Toronto.
S. Ward, O. H. & B., Toronto.	C. F. McCrehouse, Toronto.
F. A. J. Hunt, Toronto.	Fred Funston, Vokes Hdwe. Co., Toronto.
F. E. Hutton, Toronto.	
A. W. Gilmour, Toronto.	
W. H. Acken, Toronto.	
L. B. Snyder, Berlin.	
Chris. Israel, C. H. M. B., Berlin.	

W. B. Wright and D. W. Elder have become financially interested in The Orillia Hardware Co., Ltd. The company was recently incorporated as a limited liability company and capitalized at \$40,000. The members of the company now are S. L. Mullett, C. E. Mullett, D. W. Elder, Jr., W. B. Wright and D. W. Elder, Sr.

Blank wall space in the store will not make any sales. Put a good sign card wherever there is room for one.

The clerk who notices a shortage in certain items of stock, and fails to call attention to it is not doing his part toward helping the business along.

Instead of gazing out of the window, get busy dusting or re-arranging shelves or showcases.



E. H. GURNEY  
Of Gurney Foundry Co., Ltd., Toronto.



A. M. SMITH  
Of McLary Mfg. Co., London.



J. BILLINGHURST  
Of Boeckh Bros. Co., Ltd., Toronto.



# The Big Banquet at Dunning's Hotel

*Manufacturers entertain convention—Excellent menu, popular songs and short speeches—Fine program well carried out*

THE one big entertainment feature of the Retail Hardware Convention was the dinner in Dunning's Hotel, tendered the members of the O. R. H. & S. D. A. by the officers and members of the exhibitors' association on Wednesday evening, at the close of the first day's proceedings. It was certainly one of the best affairs of the kind ever pulled off in the history of the hardware trade in Canada, and every hardwareman present voted it the most enjoyable function in the series of annual dinners since the organization of the association.

Too much praise cannot be given President Adam Taylor and his able lieutenants, Frank Tobin and Jim Hossack, none of whom got a chance to take a bite, so busy were they looking after their guests and keeping the fun-ball rolling.

The dining room was brilliantly illuminated and the tables were prettily decorated with carnations and daffodils when the three hundred guests put their feet under the boards. S. W. Peet, of the Drayton Mills, looked after the noise by providing everyone in attendance with a "Carrie Nation" rooter hockey stick, and the Disston Saw Co. presented a little notebook for the hardwaremen to write down their impressions.

Jules Brazil led off the singing, but his task was a light one, as he had a bunch of co-workers who, accustomed as they are at home in starting the hymns in church on Sundays, helped raise the roof. The Cock's-o'-th'-North were, as usual, in evidence. The yearly gatherings would not be complete without them. So, from olives to cigars, there was the best of "eats," lots of noise, some good jokes—and a few punk ones, musical melody, short speeches, and lashings of fun.

Adam Taylor was chairman and toastmaster, and he had with him at the head table the officers of the retail association, the jobbers, and delegates from the Retail Merchants' Association. Mr. Taylor welcomed his guests in a witty speech and made the happy announcement that speeches would be limited to five minutes. But one toast was given—"The King and the Empire," which was received with musical honors.

President Macpherson, of the retailers, appreciated the honor done him in returning thanks to the exhibitors for their entertainment, and told a couple of stories, but, as they were Scotch, they passed over the heads of Ed. Wanless and his gang.

Tom Williamson got a choral reception on rising to tell what he knew of several kinds of manufactures. The ideal manufacturer (from the jobbers' standpoint), he said, was the one who sold only through the jobber—"God bless his soul"—none of them now exist. The bad manufacturer was one who sold the jobber and told him he would sell no other way. Then when he had him loaded up, proceeded to load up all the retailers. But there was a good manufacturer, too, one who sold both jobber and retailer, but let both know what he was doing.

He believed the most economical method of distributing goods so far found to date was through the jobber. He put in a plea to retailers, asking them to give more time and consideration to buying, as "goods well bought are half sold."

## Given the Iron Cross

At this juncture Secretary Tobin presented Mr. Williamson with an iron cross inscribed with the motto, "Not Made in Canada."

Mr. Williamson, in thanking the donors for their very kind gift, took occasion to draw the attention of those present to the fact that it was a Maltese cross, and that even the manufacturers themselves had found it necessary to go outside of Canada to procure the gift.

B. W. Ziemann, Dominion President of the R. M. A., said that his organization filled a place not occupied by any other association in Canada. He was sorry the retail hardware dealers were not to amalgamate with them, but he was glad to know of the resolution put through favoring the R. M. A. Merchants, whether members of the R. M. A. or not, throughout Canada are to-day enjoying benefits obtained through that organization. Because of the opposition of Secretary Trowern, all retailers in Ontario are exempt from the workings of the Workmen's Compensation Act.

D. Deschamps, Montreal, past-president of the R. M. A., told what his province of Quebec was doing to boost Made in Canada goods.

## A Hardware Home Guard

Introduced as a soldier, since he wore knee breeches. Col. Gartshore said if this present war continued, it might be necessary to form a hardware home guard from those around the tables. If this was done he would be happy to lead them.

The "Laurier of the hardware trade," M. S. Madole, grew reminiscent of wire fence days. He believed that manufacturers selling at a fixed price was good for the retail trade. He thought Canadian manufacturers as fair a lot of men as to be found in any other part of the world.

C. W. Conn contented himself with telling a yarn about some boys in his vicinity making money by catching squirrels and selling them to Ford car owners who used them when taking spins about the country to pick up the nuts.

In a witty speech, Percy Dickson, of the Sumner



H. P. HUBBARD,  
Of E. C. Atkins Co., Hamilton.



A. A. BITTUES,  
Of Gillette Safety Razor Co. Montreal.  
Returned as Directors.

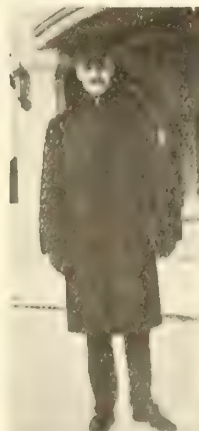




L. W. SMITH,  
Of Canadian Tap & Die Co., Galt  
Re-elected as Director.



M. R. GRIFFITHS, Toronto  
Re-elected as Director.



W. R. YENDALL,  
Of Richards-Wilcox Canadian Co., London, a new  
Vice-President.



CHAS. STEWART,  
Of James Stewart Mfg. Co.,  
Woodstock.  
Re-elected as Director.



G. B. DOWSWELL,  
Of Cummer-Dowswell Co., Hamil-  
ton. Re-elected as Director.

Co., Moncton, N.B., drew a parallel between the hardware trade methods of Ontario and the Maritime, and Adam Taylor bore out the remarks by stating that his company's business in the Maritime Provinces in 1914, as compared with the previous year, was 100 per cent., in Quebec 80 per cent., in Ontario 60 per cent., in Manitoba and Alberta 25 per cent., and in British Columbia 25 per cent.

He attributed the good business in the East to the fact that the people down there didn't know there was a war on, as they only take weekly papers.

A. Prudhomme made a patriotic and loyal speech on the relations of the French and English-speaking Canadians.

#### How Hardware Dealers Can Get Rich.

James Hardy, asked how he made his millions, said he considered the present the best year for hardware dealers to make money. They should advance prices. The Government would not object, as they think that with the war tax on goods all people should help; besides the public expect to pay higher prices. The extra tax of  $7\frac{1}{2}$  per cent. should mean a price advance of 10 per cent., as with the added cost of postage and levies on cheques and all financial paper it would take the other  $2\frac{1}{2}$  per cent. to place business on a proper basis.

Jas. Lorrimer, of Hardware and Metal, and D. O. McKinnon of Canadian Hardware Journal, replied for the Trade Press. Mr. McKinnon said he had been made "hot under the collar" a short time since by reading in the daily papers that one of the big stores was selling goods "at cost" to keep the factories going. Either the retailers were up against it or a big firm was lying. He didn't think the first statement was true. The time is coming, however, when such matters of fraudulent advertising should be brought to the attention of the Attorney-General.

Mr. McKinnon gave credit to Hardware and Metal, as the older trade paper, for making possible the Hardware Association, and he believed that both papers deserved encouragement and support for carrying on during the year the campaign for each succeeding convention.

A vote of thanks was tendered Mr. Taylor, to which he suitably replied, and the dinner party dispersed after singing the National Anthem.

The musical introduction to the various courses served at dinner, and the different speakers after the banquet were apt and could hardly be improved upon.

### Manufacturers and Wholesalers at the Dinner

C. E. Stewart, Jas. Stewart Mfg. Co., Woodstock.  
E. H. Gurney, Gurney Foundry Co., Ltd., Toronto.  
R. Yendall, Richards-Wilcox Canadian Co., London.  
A. M. Smith, McClary Mfg. Co., London.  
John Billingham, Boeckh Bros. Co., Ltd., Toronto.  
S. C. Stampleman, Auto-Strop Safety Razor Company, Toronto.  
N. D. Batterson, Auto-Strop Co., Toronto.  
J. E. Booth, Sanderson Pearcey & Co., Toronto.  
W. J. Good, Allan Munro Color Co., Montreal.  
C. H. Trelford, Sr., Martin-Senour Co., Toronto.  
D. Trelford, Martin-Senour Co., Toronto.  
R. B. Johnson, Pinchin, Johnson Co., Toronto.  
W. R. Hance, S. F. Bowser & Co., Toronto.  
H. C. Filsinger, Can. Heating & Ven. Co., Owen Sound.  
D. H. Griffith, Greening Wire Co., Hamilton.  
Adam Taylor, Taylor-Forbes Co., Guelph.  
A. A. Bittues, Gillette Safety Razor Co., Montreal.  
F. W. Spry, Gurney Foundry Co., Toronto.  
J. E. Penfound, Brandram-Henderson Co., Toronto.  
A. R. Tarlton, Ottawa Varnish Co., Toronto.

(Continued on page 50)



D. F. GRIFFITH,  
Of B. Greening Wire Co., Hamilton.  
Re-elected as Director.



F. M. TOBIN, Woodstock.  
Re-elected Secretary of C.H.M.E.A.



## "Build Now" Slogan to Sell More Hardware

*Address delivered before convention by Gordon C. Keith, secretary C.N.C.P.A.  
— Co-operating with builders' exchanges to push builders' hardware sales*

ONLY last month there met in convention in this hotel the Canadian National Clay Products Association, and at this present time there are also meeting in convention in Ottawa the Associated Builders' Exchanges. These, with the hardware dealers' are three great associations that have some common planks in their platform, one of which I would like to draw to your attention.

"You have no doubt heard the slogan of the cotton growers in the Southern States, 'Buy a Bale of Cotton'; of the druggist, 'Buy a Bandage'; of the furniture manufacturer, 'Buy a Piece of Furniture.' I bring you a new slogan, built on business principles, 'Build Now.' This is a business proposition for several reasons, one of which, taking all things into consideration, is that it is cheaper to build now than a year ago.

"I mentioned the C.N.C.P.A., manufacturers of brick. At no time in the last two years at least has brick been as cheap as it is to-day. You can secure brick at \$8 to \$10 per M., which is at least 25 per cent. less than a year ago.

"I referred to Builders' Exchanges, employers of labor and dealers in building materials. There is no doubt that labor is more plentiful and may be secured at at least 10 per cent. less than a year ago. While some building materials have increased in cost, due to the war, there has been a decided decrease in the cost of several lines.

### Money Loosening Up

"One important feature in the building situation is the loosening up of money. The financial statement of the chartered banks of Canada shows that they have over \$1,000,000,000 in deposits. The commercial loans have greatly decreased, and the money in the bank vaults has been piling up so that they must put it to work if they wish to pay dividends, and money from this source will be easier to secure. This same condition also obtains in the United States.

"In this connection it may be interesting to know that in 1913 we borrowed from the United States \$50,720,000; in 1914 we borrowed \$54,000,000, while the first five or six weeks in 1915 alone we borrowed \$37,000,000. The bond houses tell me that there is a greater demand for bonds and debentures than they are able to supply. It is evident, therefore, that there is money available for municipal works and building construction.

"There is still another feature of the financial situation. Have you ever seen the time when the farmer secured more for his butter or more for his eggs? It is interesting to know that the farmer secured \$86,000,000 more for his field crop in 1914 than the year previous. We have been preaching to the farmer to produce more, and he is taking the steps to produce more in 1915. This means that he will receive more money in 1915 for his field crops than he did in 1914. It looks to be the logical time, therefore, for a campaign among the farmers, especially, to build now. To build and repair and paint their houses; to build and repair and paint

barns. Farmers are spending money on automobiles, and if you coax them a little bit there is no doubt that you will get a large share of the business for builders' hardware.

"Let us all join together with the slogan 'Build Now.'"

The Hardware Age, New York, speaking on this subject of "Build Now," says:

"The best of all remedies now possible for unemployment is the encouragement of immediate building or repairing. More elaborate plans for the aid of the unemployed will require too much time and preparation. The nation-wide benefits, even the necessity, of reducing the number of unemployed laborers is apparent to all. The effects of successful efforts along this line will be felt in every branch of trade.

"'Build Now' is the terse slogan that is being quoted by students of conditions to business men everywhere. Firms engaged in building trades in one city have united in an advertisement offering reductions in prices and showing in detail that construction at this time would mean a saving of from 15 to 20 per cent. From the standpoint of the prospective builder no better time for beginning work could be selected. Materials are lower in price than they will be a few months later, labor is plentiful. The contractor will accept contracts which offer practically no profits, merely to keep his men together. Loans on real estate recently made at 5 per cent., indicate that no serious difficulty in financing operations will be experienced. It is a time when the man who expects to build can effect a saving which should not be ignored.

"Many real estate transactions were closed with the definite purpose on the part of the purchaser to build as soon as conditions improved. It is no longer necessary to argue with men to convince them that conditions have improved. The student of business conditions has no doubt now of the outcome, he sees bettering conditions before us. Under these circumstances it really should require more persistence than persuasiveness to convince investors that this is the time to begin building.

"Hardware merchants may assist materially in furthering the 'Build Now' movement and in turn, will doubtless be assisted more than most merchants since building means the purchase of materials from the hardware man. A 'Build Now' show card should be in every hardware window in the country. Wherever possible, such cards should be used in connection with a display of builders' hardware or other builders' material. The local builders' exchange will probably be glad to supply such show cards and assist in having them placed in the show windows of all merchants. Naturally the men who will thus assist the movement will not hesitate to begin work on any extensions or repairs which they may intend doing.

"It will require very little individual effort to make the 'Build Now' movement a success, the secret is to get everyone to do his small part."



# Hardware Prices and the War Taxes

By W. L. EDMONDS

THERE is probably not a branch of the retail trade of Canada which is unaffected by the recent increases in the customs tariff and the war taxes generally.

In the whole tariff there are over a thousand classifications, and of these only a little over a hundred remain as before.

Of all the branches of trade affected by the new customs duties that appertaining to hardware probably heads the list.

Among all the articles which a hardwareman carries in his store binder twine is about the only thing of importance that remains upon the free list.

At a moderate estimate Canada annually imports a hundred million dollars' worth of such merchandise as is sold in the retail hardware stores of the country. In the accompanying table, which is not, of course, complete, will be found a list of the principal articles imported last year that are sold in retail hardware stores.

With one or two exceptions all the lines enumerated in the table herewith furnished are subject to an increase of 5 to 7½ per cent.

Hardwaremen throughout the Dominion are naturally asking themselves what they ought to do with their prices in view of these increases.

It should not give them much sustained thought in order to arrive at a decision.

One thing is certain, the increases in the customs duties have imparted an increased value to the goods the hardwareman has in stock, simply because the replacing of them will ultimately cost more money.

Imported goods will cost 5 per cent. more under the preferential and 7½ per cent. more under the general tariff.

While the effect of the higher tariff on home-made goods may not be so marked, yet it must naturally influence their value as well, particularly in view of the fact that nearly all raw materials that were on the free list have been transferred to the dutiable list. This will necessarily add to the cost of manufacture.

But it is not the higher customs tariff alone that the hardwareman has to take into consideration. That tends to increase the cost of his merchandise. But there are other features of the war taxes which it is well to bear in mind, for they affect his cost of doing business.

Take, for example, the two-cent stamps on cheques, and bills of exchange, the additional stamp on letters and postcards, and the extra 5c and 10c pieces which have to be paid for the privilege of traveling on railways and steamboats. The amounts individually may be small, but they all add to the cost of doing business.

The hardwareman who is doing business in Ontario has got a further little item to consider. And that little item is the one-tenth of one per cent. tax on lands and buildings which the Provincial Government is to levy. Only a small fraction, of course, but even fractions have a tendency to run into wholes, as business men sometimes discover.

Another thing to be taken into account is the fact that with the improvement in trade conditions will come an end to the era of low prices. If this improvement in trade conditions does materialize, and judging from present indications the tendency is decidedly in

that direction, then it follows that to replace merchandise now in stock at the original purchase price will not, as a rule, be possible.

There can, therefore, be no question regarding the

## PRINCIPAL IMPORTS IN 1914 APPERTAINING TO THE HARDWARE TRADE.

Baths, closets, lavatories, etc. ....	\$ 452,748
Brooms and brushes .....	691,215
Bicycles, tricycles and parts .....	202,000
Children's carriages and sleds .....	411,000
Wheelbarrows and hardecarts .....	135,000
Cement .....	352,000
Binder twine .....	3,779,589
Cyclometers, etc. ....	70,065
Earthenware and chinaware .....	3,131,305
Electric light carbons, etc. ....	388,000
Common window glass .....	1,497,422
Lamp chimneys, etc. ....	385,954
Glue .....	406,289
Axle grease .....	206,392
Gunpowder and explosives .....	1,283,417
Rubber belting .....	87,825
Rubber hose .....	142,736
Leather belting .....	272,000
Brass and manufactures of .....	4,415,202
Copper and manufactures of .....	6,581,485
Electroplated and gilt ware .....	486,292
Agricultural implements .....	3,274,693
Anvils and vises .....	83,000
Axle and axle parts .....	369,458
Bar or steel iron.....)	3,775,000
Butts and hinges .....	141,183
Chains .....	315,000
Cutlery .....	1,255,252
Files and rasps .....	139,256
Saws .....	129,993
Graniteware .....	368,619
Hollow ware, iron or steel .....	226,548
Barb wire .....	504,266
Wire cloth .....	271,811
Wire, gal., Nos. 9, 12, and 13 .....	1,308,802
Wire screens .....	43,043
Tin plates .....	3,544,164
Tinware .....	659,586
Spelter .....	598,938
Aluminum, mfrs. of .....	151,261
Gas mantles and burners .....	98,548
Lamps, lanterns, chandeliers .....	1,511,287
Paints and colors .....	2,160,669
Fishing rods of wood .....	33,383
Handles of wood .....	132,021
Refrigerators .....	55,277
Woodenware .....	43,963
Guns, rifles, revolvers .....	854,522
Builders', cabinetmakers' hardware, etc. ....	843,486
Locks .....	460,593
Sewing machines .....	113,885
Nails, brads, spikes .....	142,733
Nuts, rivets and bolts .....	285,606
Pipe and fittings .....	2,716,137
Plates and sheets .....	2,452,931
Pumps, hand .....	112,237
Scales, balances, etc. ....	152,624
Screws, wood .....	87,634
Canada plates, Russian iron, etc. ....	984,971
Sheets, corrugated, galvanized .....	9,747
Sheets, corrugated, not galvanized .....	13,408
Sheets, flat, galvanized .....	3,073,268
Sheets, rolled, No. 14 gauge and thinner ....	2,669,473
Skates .....	84,950
Stoves of all kinds .....	835,978
Tools, hand .....	954,115
Axes .....	61,857



## A Great Wrong to the Retail Trade

It is not possible to accomplish a thing that is good by a way that is wrong.

History is full of overflowing of examples in the affairs of church and state which beyond peradventure prove it.

Everybody believes that the Made-in-Canada propaganda is a good one.

Living in a time of stress and strain we realize as never before the importance of turning into the home factories every possible dollar. For the dollar that is turned into the Canadian instead of into the foreign factory means wages and salaries for employes and profits for employers. And this in turn means more money for the purchase of merchandise.

But in order to do this Great Good a Great Wrong is not warranted.

This, however, is what the pact between certain department stores and certain manufacturers has done.

According to the alleged provisions of this pact certain department stores covenanted with certain manufacturers that if the latter would sell their surplus products at cost the former would be equally magnanimous when selling them to the public.

Just what costs means in its final analysis neither the party of the first part nor the party of the second part have explained.

What it probably means is that the manufacturers who sold the goods added to the cost of manufacture the necessary overhead expenses, and that the department store based its selling price on the laid down cost plus the cost of doing business.

It was reasonable to expect that both the party of the first part and the party of the second part did this.

If they did not they both sold at a loss and not at the cost price. That is a point which has not been made clear in the advertisements of the department stores.

But that which is of main concern is the Great Wrong which has been done the regular retail merchants of the country.

At the very lowest estimate 75 per cent. of the merchandise sold in Canada is distributed through the regular retail trade.

And yet, to provide a "Roman holiday" for certain department stores the interests of the retailers have been sacrificed. No other term can be so aptly applied.

If the goods are not sold to the public on the basis alleged then the public is the sufferer.

If they are, then the retailer is the sufferer.

In the first place, he has to meet a competitor—the department store—which has bought the lines he handles at a price which puts him out of the running.

At any rate, he will be so weighted down that he will be distanced in the race.

That it was a clever move on the part of the department stores there can be no doubt.

They usually recognize when the psychological moment has arrived for the performance of some stunt likely to attract the people.

Their alertness in this respect is worth emulation by the retailer.

But while this selling at cost may be a good thing for the department stores, it certainly is not a good thing for business generally.

For not only does it perpetrate a Great Wrong on the

retailer, but it naturally tends to cool his enthusiasm for the Made-in-Canada propaganda.

If we are to keep out as much as possible of that \$600,000,000 worth of merchandise which we imported last year we certainly require the co-operation of the retailer.

And if we haven't his good will, how can we get his co-operation?

### ENTERPRISE STOVES IN WINNIPEG.

The Enterprise Foundry Co., Ltd., Sackville, N.B., have made arrangements with The O-Rib-O Mfg. Co., 233 Stradbroke Avenue, Winnipeg, to carry a full line of Enterprise stoves, ranges and furnaces for distribution in the Canadian Northwest. J. Brockest, president of the company, has had a long experience in the stove and furnace business, having for many years been a member of Clare & Brockest, from which he recently retired. Since then Mr. Brockest has associated his sons with him in business in the making of galvanized garages, furnace pipes and fittings and other lines of sheet metal goods. They have just completed a new building, where they have installed the latest machinery for the manufacture of these lines and have ample accommodation for carrying a stock of stove goods.

### HARDWARE PRICES AND THE WAR TAXES

*(Continued from preceding page.)*

wisdom of an immediate revision of prices by the retail hardwareman.

During a brief discussion on the subject at the recent meeting of the Ontario Retail Hardware and Stove Dealers' Association, it was estimated that the cost of doing business in the retail hardware trade outside the large cities ran from 17 to 20 per cent. This estimate was generally concurred in by those who spoke upon the subject.

With the advent of the new taxes the cost of doing business will of necessity increase. This is something every business man naturally desires to guard against. But over the war taxes he has no control.

Some modification of the cost of doing business might be obtained by cutting down expenses and by inaugurating methods which would cause stock to turn over once or twice more in a year than it does at present.

But in the meantime the best thing and the most businesslike thing for the hardwareman to do is to carefully go over his stock and make such advances as the circumstances demand.

One expert in regard to costs is of the opinion that, in order to protect himself against increase in customs duties and war taxes generally, the hardwareman should enhance prices fully 10 per cent. When everything is taken into account it will probably be found that his estimate is about correct.

There are undoubtedly many lines on which it will not be either convenient or possible to advance prices, but every hardwareman knows that in order to obtain an average increase it is not necessary to add the same percentage to each article.



## The Warship in the Window

*Methods used by Canadian Hardware dealers*

**T**AKING trade advantage of popular opinion perhaps better expresses than anything else the idea of dressing the window with hardware articles made up into warships and other warlike accessories. And there is reason to believe that the following of the trend of popular thought in dressing the window and the interior of the store, and in the connecting up of popular fancy and business methods is good business and tends to make for more and better sales.

On this page are published two photos illustrating these points. One is a Canadian hardware window, and the other is a window dressed by a United States hardware dealer. It shows that a good thing is contagious and that trade methods know no bounds. The Mills Hardware people report that their window "attracted more attention than any other window ever produced by them."

For several months now The Canadian Hardware Journal has been publishing illustrations and descriptions of hardware window warships—and in practically every instance the dealer has stated the effort was well worth while. The trim attracted immediate attention; the onlooker saw something in the make-up of the window which was wanted about the home, and if immediate sales did not result, then added sales were made within the succeeding days as a result of the dealer's work and effort in giving attention to his window.

Last month there was published a warship made up of hardware items in the window of C. P. Moore, at Sydney, N.S., and here is how Mr. Moore made up his trim: The hull was made of two cross-cut saws, the deckhouse was a roast pan, and the bridge a loaf pan. The mast was stair rods and spools of wire, and the lifeboats were sad irons. Mouse traps served as turrets, and these were mounted with 12-gauge shells for guns. The funnels were 1½-inch nipples, and the ven-



Timely patriotic window display made by Fred. J. Mills, for Mills Hardware Co., Hamilton, Ont. The display was constructed of Philadelphia-made hardware, with the exception of part of the battleship and the flag in the foreground. The latter was made of dry colors. The window attracted more attention than any other window ever produced by them, say the firm.

tilators were made of brass elbows. Large-sized fish-hooks served as anchors, the searchlight was a pocket lamp, and the electric lights were a Christmas-tree outfit. The deck of the ship was wood-covered cardboard, painted aluminum; the smoke was steel wool, and the ship floated on a sea of dustbane.

Another wartime display was put in recently by Edgar Carriere, of Hull, Que. It consisted of a battleship and small destroyer, made out of crosscut saws, bolted together at ends and spread out in centre by wooden blocks. The decks were made of wooden levels, with cans of paint for turrets, and ratchet screwdrivers and large twist drills for guns. Japanned whip sockets made good funnels. To one side of this display was a large terrestrial globe, and on the window an invitation was printed to the public to come in and locate the seat of war on the big globe. The background was made up of flags, with rifles and ammunition prominently displayed.

Another window in Carriere's store was partially filled with large carriage sponges. At one side was a miniature tent, at the other a large peculiarly-formed palm tree. A large sign on the window read: "These sponges will not camp here long at these prices."

A novel window was that put in by an American hardware dealer lately, the occasion, of course, being the war in Europe. In the background was set a large map of Europe showing the war strength of the different armies engaged, and in the foreground was a battleship over which hovered an airship.

The battleship was built up as follows: The body was two 6½-foot crosscut saws. Two steel fishing rods formed the masts with a fish-line drawn over them. The two turrets were mop cans, from which were spigots forming the fore and aft turret guns; the small guns were cans of household lubricant; the main deck was a roaster with 1-inch street ells for funnels, and a bread-pan inverted formed the bridge and 2½ joints of 4-inch stovepipe formed the smoke stack.

The airship was a square cake tin inverted with a



Novel warship window display showing ingenuity of U.S. dealer. It was reported by the Canadian Hardware Journal that the window was published by the American Hardware Journal.



bread tin for the car, and the dasher of a churn formed the propeller with 2 soup strainers and a fly swatter for planes. The display proved to be a good attraction and one that can be produced from most any small stock.

### WINDOWS SHOW CHARACTER OF STORE.

*By Marsh K. Powers*

In general, there are three main classes of people whom you cannot reach by live window displays—the invalid who is bedridden, the child too young to understand, and the people who never pass your store. The first two classes are not purchasers, and the third class for the most part is almost altogether out of your reach. All the rest can be, and are being, reached every day by live window displays.

#### Buyers Not on Price Alone.

Live customers like live dealers. No one has confidence in a dead one—no one cares to do business with him, for the purchaser cannot put faith either in his advice or in his merchandise. Remember, too, that

things to himself, but I do mean that he gains real confidence in your store, because through your windows you have proven yourself a live dealer. Then when the time arrives that he needs something in the drug line, he comes to you to ask your advice, and he buys according to your recommendation because you have already gained his confidence. Your window displays have made him your customer.

Take an actual case out of the writer's own experience. Two miles from my home there is a retail store which has built an enviable reputation for the careful displays in its show windows. As it is in a neighborhood which I frequently visit, I long ago learned to watch for its new displays.

Frequently I go actually out of my way in order to pass this store, and have often advised other people to be sure to see special displays. Not only do I thus advertise this store for its owner, but two-thirds of my ordinary purchases are made at this inconvenient place, merely because no other store in my neighborhood has yet caught my eye.

No—I will withdraw that last phrase. There is another store three blocks from my home which I pass several times a week. Its window is always carelessly filled. Needless to add, I have never entered that store.

### WINDOW DIVIDED INTO REMOVABLE SECTIONS

A merchant who for years has been in the habit of neglecting his windows for want of time to properly decorate them, recently hit upon the idea of dividing the window into sections, having each section removable and built so that, by having one duplicate, there was at all times one section back in the store being fixed up and there to work on during odd moments. Such a plan besides allowing the dealer to look after his window display to better advantage has the feature that being changed one section at a time, the window display is always in, and its power as a business attractor is constantly maintained. This is of particular importance to a dealer located on a busy street and who depends largely on his windows for trade.

### REMOVE PAINT SPOTS FROM WINDOW.

Of course, you can take paint spots off window glass with paint remover or with soda, but in either case the liquid is apt to run down on the sash and injure the paint that you don't want to remove. You can also scrape the paint off with a putty knife, but there's always the danger of scratching the glass. About the best way is to wet the spots sparingly with alcohol, take a silver dollar, lay it flat on the glass and rub it around. The milled edge of the coin will cut the paint off, while the metal is not hard enough to scratch the glass.

For softening up paint spots that are very difficult to remove, a solution of oxalic acid and water is recommended. For polishing glass, nothing can beat wood alcohol.—Varnish Talks.

The housewives' thoughts at this time turn to house-cleaning, and so should the dealer. He has a variety of lines that the housewife will require in the annual spring clean-up, and these should be featured. He should also give some thought to actual house-cleaning in connection with his store.



Interesting window display of Simonds' files, saw-tools and saws, made by Palace Hardware Co., Tacoma, Wash. It suggests a simple arrangement which can be made by any hardware dealer.

it is the live customer that means real money for you. He is the man who has money to spend, and he is the man who spends it when you go after him in the right way. His money is never glued to his pocket. He does not buy on price alone. Best of all, he is the man who is always on the lookout for new things to buy.

"On the lookout" means that when he sees an attractive, interesting window display, he stops to examine it. Nine chances out of ten, he does not come in and buy at once. Instead he thinks to himself, "That man is a live merchant—his stock is up-to-date—he knows his business."

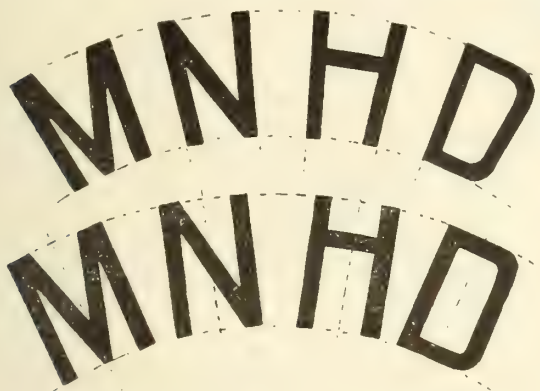
I do not mean to say that he actually repeats these



## Collins' Course in Show Card Writing

*16th of a series of articles  
specially prepared for this  
journal.*

There will always be occasions when the card writer will be called upon to do lettering on a circle. This may be a complete circle or only part of one. Beginners sometimes make the mistake of thinking that letters made on a circle should have the vertical strokes all pointing toward the centre. This gives the lower part of the letters a contracted or pinched appearance. We give an illustration showing the correct and incorrect way of doing this kind of work. On the upper



Incorrect and correct methods of circular lettering

line the letters are made with the vertical lines pointing to the centre of the circle. Those in the lower line are made to do away with the contraction of the lower part of the letters and are shaped the same as if done on a straight line. The dotted lines show how to form the letters. If you will continue these lines you will find they meet in one centre. That is, those of each line. The letters in the lower line are made by striking a centre line from the centre of the circle, and making the letters parallel to these lines. They are the same width at top and bottom. This we give as the principle of making the letters on a circle, but, after you have had sufficient practice you will be able to lay out the words without measuring or ruling, the same as you would on a straight horizontal line. At least, the letters will be sufficiently correct to pass in card work. You must always remember that it is essential to save all the time you can, both in laying out and doing the brush work, for "Time is money," just as much in card writing as in any other kind of business.

Last month we gave some suggestions for the various months of the year with the color schemes for decorations, etc. We would like to emphasize more fully, if we can, the importance of merchants giving more time and thought to their window displays. There is absolutely no better advertisement than a good window display. It shows the purchasing public the exact articles for sale, and the price, and shows them at a place where they can just step inside and learn more about them and will be more apt to purchase while the subject is fresh in mind and the inclination to purchase is prominent. Merchants in the smaller towns are more liable to give less time and effort to their window displays than those in the larger cities. But wherever you will find a merchant in a small town that does pay at-

tention to his window showings, you will find one that is talked of, and being talked of in this way is good advertising.

The month of March opens up wonderful possibilities for any line of business. It is the harbinger-month of spring and the time to get advance showing of spring goods right into line. This will apply to every line of merchandising. Make the most attractive showings possible. Furniture and hardware stocks are particularly seasonable lines at this time of year. The annual housecleaning always means the discarding of old furniture and replacing it with new. Also the straight purchasing of new goods. Blinds, shades, wall papers, etc., come in for consideration among the housecleaning articles, while paints, soaps, kalsomines, wall finishes, varnishes, cleaners and renovators are among the lines in demand at this season of the year.

As a decorating feature for the month of March, St. Patrick's Day offers splendid possibilities. Green will be the dominant color. Hats, shamrocks, pipes, harps, etc., may be used effectively, both in window and store decorations. The window cards should have these colors worked into them, while designs bearing on St. Patrick's Day emblems will be in keeping.

### Alphabets

The alphabets shown this month are the Old English style. This is perhaps one of the most asked for styles of letters extant. It carries with it many peculiarities that other styles do not. First, it is probably one of



Good example of seasonable display card

the most illegible alphabets there is, yet it is asked for in fancy designs and fancy work more than any other. It is also used extensively in engraving. Just why this is so is difficult to determine. It seems that the general run of people who wish something a little different or out of the ordinary seem to remember that there is a





Old English alphabet of upper and lower case letters.

style of letter called "Old English," and they ask for it. It is very popular in engrossing addresses, etc. It therefore, devolves upon the card writer to be prepared to execute this much-asked-for style. There is no alphabet so susceptible to embellishment as this one. If you will notice in the alphabet shown there are three kinds of ornamentation on the left side of the characters. From A to M is one kind, from N to R is another, and the balance have another. These various kinds should not be used in any one piece of work, but are given here to show the possibilities of embellishment. These same ornaments may be used if desired on the lower case letters.

#### Sample Card

The sample card this month is one exceptionally plain and easy to execute. Various cards or various subject matter can be made with this and similar designs. Any colored cards may be used, or two colors may be utilized, one for the centre and the other for the border. This card is written on a plain white board. The word "Spring" is in purple and shaded in a subdued tint of the same color. The small lettering is in black. The plainness of this card makes it strong and effective.

#### MANUFACTURERS AND WHOLESALERS AT THE DINNER

(Continued from page 43)

W. J. Cummins, Can. H. W. Johns-Manville, Toronto.  
 G. C. Albertson, Can. H. W. Johns-Manville, Toronto.  
 H. E. Wiles, G. P. & R., Ltd., Toronto.  
 W. N. Gartshore, McClary Mfg. Co., London.  
 C. A. Thomas, Sherwin-Williams Co., Toronto.  
 J. D. Robinson, Ottawa Paint Works, Toronto.  
 M. L. Vanstone, Maxwells, Ltd., St. Marys.  
 R. McAlpine, Maxwells, Ltd., St. Marys.  
 W. W. Howard, Benjamin, Moore & Co., Toronto.  
 S. Y. Dingee, Henry Disston & Sons, Toronto.  
 R. O. Stevens, Henry Disston & Sons, Toronto.  
 J. W. Perkins, Kir-Ben, Ltd., Almonte.  
 John Stevely, Columbia Handle Co., London.  
 S. W. Peet, Drayton Mills, Ltd., Drayton.  
 J. C. Towers, Con. Plate Glass Co., Toronto.  
 Frank Lapp, Imperial Oil Co., Ltd., Toronto.  
 F. L. Wemp, Pinchin, Johnson & Co., Toronto.  
 T. W. McKenney, Gutta Percha & Rubber, Ltd., Toronto.

Lewis H. Hagar, Gillette Safety Razor Co., Montreal.  
 J. C. O'Connor, Dominion Register Co., Ltd., Toronto.  
 J. E. Morden, Wm. Harland & Son, Toronto.  
 F. W. Rose, Harland & Son, Toronto.  
 R. A. Edington, A. Ramsay & Son Co., Montreal.  
 James Hossack, Lufkin Rule Co., Windsor.  
 D. P. Cotter, Gillette Safety Razor Co., Montreal.  
 E. Cecil Roberts, Benjamin, Moore & Co., Ltd., Toronto.  
 J. D. Dunn, Gillette Safety Razor Co., Montreal.  
 Geo. B. Dowswell, Cummer-Dowswell, Ltd., Hamilton.  
 F. M. Tobin, Woodstock.  
 J. H. Vernon, Rice Lewis & Son, Ltd., Toronto.  
 W. J. Cowan, Rice Lewis & Son, Toronto.  
 G. C. Young, Lewis Bros., Ltd., Toronto.  
 T. B. Williamson, H. S. Howland & Sons, Toronto.  
 W. F. Cotton, H. S. Howland & Sons, Toronto.  
 J. S. H. Alexander, Wood, Vallance & Co., Hamilton.  
 J. Hardy, Jenkins & Hardy, Toronto.  
 A. Prudhomme, A. Prudhomme Fils Co., Montreal.  
 W. Starke, Starke-Seybold, Ltd., Montreal.  
 L. M. Smith, Wells Bros Co., Galt.  
 A. E. Gilverson, Rice Lewis & Son, Toronto.  
 W. J. Lawson, Rice Lewis & Son, Toronto.  
 C. S. Stewart, Rice Lewis & Son, Toronto.  
 G. T. James, Wood, Vallance & Co., Hamilton.  
 G. C. Seybold, Cochrane Hardware, Sudbury.  
 D. H. Foster, H. S. Howland, Sons & Co., Toronto.  
 W. H. Cruickshank, H. S. Howland, Sons & Co., Toronto.  
 P. O. King, Kennedy Hardware Co., Toronto.  
 R. P. Dickson, Sumner Co., Moncton, N.B.  
 Amongst other manufacturers or their representatives who attended the convention were:  
 J. H. Conover, branch manager Martin-Senour Co., Ltd., Toronto.  
 Max Morell, Dominion Iron & Steel Co., Toronto.  
 E. Shepard, Hamilton Sewer Pipe Co., Hamilton.  
 Wm. Campbell, Toronto Plate Glass Importing Co., Toronto.  
 A. D. Brown, A. Ramsay & Son Co., Montreal.  
 J. McMartin, Lowe Bros., Ltd., Toronto.  
 Thos Chadwick, Gendron Mfg. Co., Toronto.

K. W. Gunn, of the McClary Mfg. Co. staff, has been promoted from the Vancouver house to a position in the head office at London.



## Time to Start "Clean-Up and Paint-Up" Campaign

THE time for spring cleaning is at hand. During the winter months, dirt and rubbish of every kind accumulate in back yards and alleys so that there are few premises but need a thorough cleaning-up. Dirt makes for disease; cleanliness for health. Nothing adds more to the beauty and attractiveness of a neighborhood than clean, tidy, well-kept yards and lawns. It is a good plan to have grass plots and flowers in the front and both flowers and gardens in the back yards. You will be surprised at the quantity of vegetables that can be grown in a bed only a few feet square. Then, there is the health side of doing work of this kind, for the reason that it is outdoor exercise.

Here, then, is a chance for the hardware dealer to suggest ways and means to the people in his community that it is in the best interest of all that the town be made clean. The dealer can help on this spirit probably more than any other person in the town. He can co-operate with the public authorities, and he can, by suggestion with those who come in contact with him daily spread the good work. He can, in his windows show pictures of what has been accomplished elsewhere, and he can, too, show many of the articles that are necessary for householders to use when the idea has taken hold and the campaign is under way.

His advertisements, also, can be made to serve a good and useful purpose, and the more he works along all these lines the greater will be the return in sales in his store. A mere glance at the articles required in house cleaning, yard cleaning, gardening, painting, etc., should immediately convince the dealer that he is the man who should be forward in pushing the "Clean-Up" campaign in his locality.

The results that have been obtained during the past couple of years in a business sense alone wherever this campaign has been inaugurated have easily justified the starting of this educational, healthful and beneficial movement. The extra sales that have been made by dealers wherever this campaign has been put into play have run into millions of dollars.

True it is that some of this business would have come anyway, but from the experience of live dealers in the various towns of Canada, where the "Clean-Up and Paint-Up" movement has been started, it is safe to say that a great deal of their spring business has been entirely due to the pushing of the campaign.

A suggestion that can be profitably put into practice is this: If you know of people in your neighborhood who intend moving this spring, see that they don't move into a dirty house. You should be able to sell paint, besides housecleaning articles, if you are on to your job.

### A "Clean-Up Week."

In some centres efforts are being made on the part of women's clubs, sanitary commissions and various other commercial organizations to set apart a week as "Clean-Up Week." This is an idea which should benefit the paint trade and be helpful to housecleaning lines and, therefore, is one which many dealers could very easily assist in because it would naturally result in the sale of considerable paint and other articles. "Clean-Up Week" has no political significance—it is a subject which should interest every citizen, not only from the

point of beauty, but more especially from a health standpoint, so as to avoid epidemics.

There is something monotonous about cleaning house, cleaning up back yards, alleys, cellars, etc., but when it is finished, it is a thing for a person to stand back and view with pride the result of the efforts. A man who will clean up a back yard will more than likely be impressed with the idea that a fence needs painting, or that a grape arbor needs some repairing and then that a coat of paint would improve its appearance. Another will find that his back porch needs some attention and he will call in a carpenter and then a painter and the result of all this fixing up and repairing means a demand for paint. Why would it not, therefore, be a good proposition for hardware and paint dealers to aid a movement of this kind with a view of not only making their towns and cities more sanitary, but from a point of increasing their business as well. There is nothing more unsightly than to see a corner lot full of rubbish and perhaps on a half dozen trees will appear twice that number of signs of real estate dealers who are trying to sell the lot or house which is plastered all over with agents' labels. These things are unsightly and tend to keep down values as well.

The application of paint is in harmony with sanitation, as it prevents the decaying of buildings and bad odors at the same time it beautifies, etc. This, therefore, being in close harmony with the "brightening up idea," is one which paint dealers can very profitably support and co-operate in. Chicago started a "Clean-Up and Paint-Up" campaign last year which was a great success. A great many other cities also carried on these campaigns last spring, and the work was undoubtedly of advantage to the paint and varnish trade in the cities where these campaigns were held. This work has the endorsement of the leading men everywhere.

The Boy Scouts of many cities might be added to other forces to co-operate in this work, so there is every reason to believe it would not only prove a good sanitary movement but profitable from a hardware dealer's standpoint, as "Clean-Up" campaign means decayed parts of buildings will be discovered which will require repairs by the carpenter and in turn much repainting.

Hardware dealers get busy.

### SOME CLEAN-UP ARTICLES HANDLED BY HARDWARE DEALERS.

Ash Cans.	Mops.
Brushes.	Mangles.
Brooms.	Polishes.
Broom Covers.	Polish Pads.
Clothes Pins.	Pails.
Clothes Baskets.	Rug Beaters.
Clothes Lines.	Sanitary Mops.
Dusters.	Step Ladders.
Dust Pans.	Vegetable Seeds.
Flower Seeds.	Washing Machines.
Garbage Cans.	Wash Tubs.
Garden Tools.	Wash Boards.
Irons.	Whisks.
Ironing Boards.	Wringers.
Lawn Mowers.	Vacuum Cleaners, and
Lawn Hose.	Paints and Varnishes.





## Making the Spring Paint Stock Move

*Paint window dressed by  
Orb Barber for Chalmers  
Bros., Palmerston, Ont.*

A hardware merchant who had laid in a pretty good stock of paints and paint specialties for the spring painting season found that the goods had not begun to move as they should owing to backwardness of suitable painting weather. He did not despair, but sought a way to move a good portion of this stock without taking a loss.

On a quiet day in the store he sent one of his best salesmen out with a horse and buggy to make a list of all the homes in the town that needed outside paint. This was not a difficult task, as the town had only 5,000 population, and the salesman, having lived there all his life, was familiar with the name and family history of almost everybody.

At the conclusion of a part of a day's work he came back to the store with a list of 200 names of prospective buyers of paint. That is, they were prospective buyers in the sense that their homes certainly needed paint, and some of them needed it very badly. It was inconceivable that people who could well afford to keep their homes fresh and clean looking had absolutely neglected to cover them with paint for five or six years or more.

The hardware merchant was enthused over the success of his idea up to this point, and urged the salesman to write a letter that could be mailed to all of these prospects, setting forth in a salesmanlike way the advantages of painting the exterior of their homes.

After being written and rewritten a number of times, the letter was finally gotten into such shape that it suited the merchant. The letter was worded as follows:

"This is the season of the year that is most suitable for the painting of your home—while the weather is fair and warm and before the annual fly pestilence has begun.

"While you are planning your spring improvements we urge you not to neglect painting your house. It adds beauty and preserves the wood. The money you may save by not painting will be lost many times over by the expense of replacing rotten boards.

"Nothing can be worse for a house than cheap 'dope'

paint. When you are buying paint, we recommend that you buy the best—you will find that it pays. Demand a strictly pure linseed oil paint—do not accept substitutes.

"We carry a thoroughly high-grade paint, one that we can cheerfully recommend. The reputation of the manufacturers has been back of it for a score of years.

"Come in and let us show you our complete color cards, from which you can make your selection for the paint for your house.

"Painting a house is an investment that adds to its value—not an expense.

"Let us also show you our complete line of floor paints, porch paints, wall finishes, varnishes, stains, etc. We also have a very complete line of brushes for domestic use."

As a result of this letter, which was addressed to the individual owning the home, the sale of paints began to boom in this hardware store. With the letter the paint manufacturer's advertising literature, some other literature on various paint specialties, and small color cards were enclosed. Many people came right to the store with the color cards, their minds already almost made up as to the paint they wanted to buy.

The results from this letter were so good that the hardware merchant immediately followed it up by sending the same communication to a mailing list of farmers in his community, and the sales from that source were equally good.

A good window display of paints, varnishes, and specialties was added to the campaign, and the mailing of the letter was followed up by a newspaper advertisement.

### The Power of Suggestion.

Instead of being loaded down with a stock that would have meant the loss of several hundred dollars capital, for a half-year, the hardware merchant practically sold out and was obliged to reorder on some shades.

The next year he persuaded the paint manufacturer from whom he bought to write a letter and mail it to about a thousand of his customers, and his sales that



year showed that the people of the town had really become interested in "brightening up." That sort of thing is contagious, and when a man paints his home, his neighbors, not to be put in the shade, are sure to follow suit as soon as they can afford to do so.

This experience proved to the hardware merchant that there are a great many things that people want and ought to have that they do not know they want or need until someone comes along and passes the hint to them. Such a form of suggestion as the personal letter became Mr. Hardware Merchant's one best bet in reaching his customers, and he now develops business in many lines by its use.

### WAY TO INCREASE SALES

In accord with the usual custom of The Delsecamp-Roemhildt Co., Dayton, Ohio, that company gave its annual theatre party recently, to the Master Painters of Dayton and their wives. There had been approximately 200 invitations sent out, and special arrangements at the theatre were perfected. The many witticisms which are usually expounded by this jovial party added greatly to the pleasure of all. Each lady in the party was given a holiday package to add to her pleasure during the show. The event is an annual one with this company, as showing their appreciation towards the master painters of Dayton, and is looked forward to with a great deal of pleasure, as a good time is always assured.

### WHITE LEAD IN AUSTRALIA.

A Sydney, N.S.W., concern manufacturing white lead from concentrates has obtained patents in the leading countries of the world, and has proved the value of its output, the estimated profit on which is about \$50 per ton. This lead is said to be in high repute for painting. The process, it is stated, produces sublimed white lead direct from the crushed ore almost instantaneously, the product being conspicuous for its fineness, evenness and absence of crystals. It is claimed that it goes much farther than ordinary white lead and lasts longer.

### NO SPECIAL DISCOUNTS ON VARNISHES

The note re the "blue varnish order plan," as outlined in the February S.W.P., and published in the last issue of the Canadian Hardware Journal, it should be stated, had reference to The Sherwin-Williams Co. of America, and not The Sherwin-Williams Co. of Canada. Both these concerns are distinct and separate, and so are their policies and campaigns. The Canadian company do not give special discounts on varnishes, but adhere to their standard price lists and discounts.

### INCREASING CAPITAL

Benjamin Moore & Co., Ltd., paint manufacturers, Toronto, have under provincial charter increased their capital from \$80,000 to \$160,000.

### HOW ONE HARDWAREMAN COLLECTS

The following appeared recently as a reading notice in one of the Ontario weeklies:

"Notice—Any persons indebted to me will confer a favor by calling and settling, as I require the money to keep the Red Front Hardware Store stocked with all your necessities.—W. Black, hardware dealer, Durham, Ont.

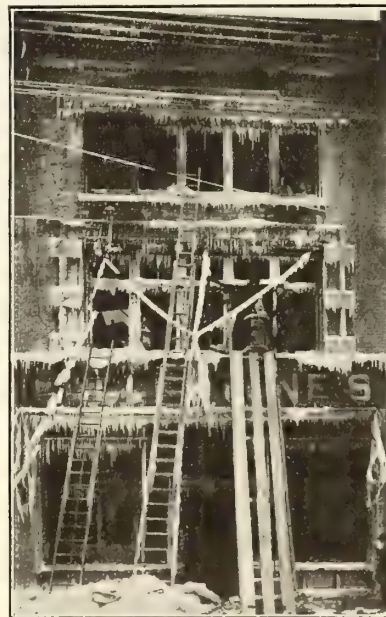
### CONVENTION OF SASKATCHEWAN R.M.A.

The annual meeting of the Saskatchewan Retail Merchants' Association will be held in Saskatoon on May 11, 12 and 13. This was decided on at an executive conference at Regina, attended by S. A. Maybee, president, of Moose Jaw; 1st vice-president, W. W. Cooper, Swift Current; 2nd vice-president, J. W. McLennan, Kamsack; treasurer, J. L. S. Hutchinson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.

The association has made rapid progress for the time it has been in existence, at present having over 150 active branches, and two organizers are now devoting all their time to the opening up of work in the newer sections of the province.

### TRADE EXHIBITION IN ENGLAND

An exhibition of British manufactures is to be held at the Agricultural Hall, London, England, from May 10 to May 24 next with the approval of the Imperial Board of Trade. The exhibition will comprise toys, fancy goods, earthenware goods, glassware, cutlery, electroplate, clocks, common jewelry, paper and stationery. The object of the exhibition will be to secure



Ecclestone's hardware store, Bracebridge, Ont., the day after the fire which a month ago destroyed building and stock. Mr. Ecclestone immediately got busy and opened new quarters pending the renovation of his old premises.

contracts on behalf of British manufacturers from firms who have previously purchased such articles on the continent. Any buyers leaving Canada for the United Kingdom in time to see the exhibition should communicate with the Director, Board of Trade, British Industries Fair, 32 Cheapside, London, E.C., immediately on arrival, and advice of their names, together with the firms they represent, should be sent to C. Hamilton Wickes, British Trade Commissioner to Canada, 3 Beaver Hall Square, Montreal.

### TO ABSORB ODOR OF PAINT

Placing a pail of cold water in a room and renewing it every few hours will lessen or entirely absorb the odor of fresh paint.



## Bringing New Customers to the Store

The logical basis upon which all sales rest is by bringing customers into the store. We first must attract the people—and the principal methods of doing this are through window displays and newspaper advertisements. When added to the dealer's efforts in these regards there is co-operation on the part of the manufacturer the task becomes easier.

Such a system of co-operation between dealer and manufacturer has recently been put into play by the Canadian Wm. A. Rogers, Ltd., Toronto, on a line of

only exception being that every week the head in the medallion is changed.

Selling at a popular price, individually, the profits may not be great, but the plan has these three features to commend it: New customers should be attracted to the store; sales show a sure profit; and because of the return privilege there should be no dead stock.

### HARDWARE WEDDING BELLS

The staff of the Russill Hardware Co., Toronto, presented Frank Russill, the proprietor, with a handsome club bag on the eve of his marriage a few days ago. Chas. G. McMillan, the manager, made the presentation in a neat speech. Mr. Russill made some happy remarks in reply, referring to the good feeling existing between himself and staff. C. S. Knott, of the Steel Co. of Canada; H. T. Eager, of Wood, Vallance & Co., and F. M. Baker, of Simms & Co., St. John, and Wm. Cane & Sons, Newmarket, who were also present, added a few words of congratulation to the new benedict.

### DISPUTE OVER HARDWARE OWNERSHIP

Judgment has been reserved in the legal dispute over the status of the partners in the Wood, Vallance & Co.'s hardware business at Hamilton. Under the articles of partnership, Mr. Wood claims the right to take over the Vallance interest. The executors of Wm. Vallance,



A "Kitchener" spoon window dressed by a Toronto dealer.

spoons hitherto thought to be in the exclusive preserve of novelty stores.

Availing themselves of the present wave of patriotic sentiment that is sweeping the country, and improving on a sales plan tried out in the United States, this company conceived the idea of placing a line of souvenir spoons of useful size through the retail trade, helping the dealers in attracting customers by taking large advertising space in the daily papers, and keeping up a continuous campaign by putting a new spoon on the market every week. All the expense is borne by the manufacturer to make the dealer's profit on sales sure, and in case there are some leftovers the manufacturers take them back, return privileges being incorporated in all orders. There thus should be no dead stock.

The scheme, or sales plan, was first launched in Toronto about the middle of February and the British Hero spoon campaign is now extending throughout the Dominion. Every Friday and Saturday the dailies of Toronto carry a three-quarter page advertisement announcing that the next week will be "Kitchener," "French," "Roberts," or some other hero's week, and giving the names of local dealers where these spoons may be had. The dealer links up the advertisement with a window display, and as the spoons are of the useful shape of teaspoons, appeal to purchasers. All the spoons are uniform in size, style and design, the



How the Canadian Wm. A. Rogers, Ltd., are running their co-operative advertising campaign—a three-quarter page ad. in a Toronto daily.

who died in November, 1913, dispute the claim. They hold that William Vallance, having the larger interest and as no partnership arrangement can be made with Wood for a continuation of partnership, that the business should be wound up and the estate have the right to purchase it when sold.

The Orillia Hardware Co., Ltd., has been incorporated under a provincial charter.



## Canadian Trade News

W. D. Garner, of Garner Bros., Niagara Falls, Ont., is dead.

Edgar Carriere, hardware dealer, Hull, Que., died recently.

E. G. Scott, of H. S. Scott & Co., hardware jobbers, Quebec, is dead.

Lamarre Freres' hardware store at Montreal, was burned recently.

J. M. Webber, an old-time hardware dealer, died at Hamilton, Ont., recently.

Chapman & Flynn's stove and furnace store at Amherst, N.S., was burned recently.

F. E. Butcher was elected president of St. Marys Hardware, Ltd., at the recent annual meeting.

The B. & L. Mfg. Co., handling automobile lubricants and supplies, have opened for business at Sherbrooke, Que.

Wm. Almour, for many years associated with W. & C. Brewster, hardware dealers, died at Montreal recently.

Clarke Products, Ltd., Toronto, has been incorporated to make and deal in automobile accessories, heaters, etc. Capital, \$40,000.

J. N. Glidden, manager of the Soo Hardware Company, Sault Ste. Marie, Ont., while visiting at Sudbury recently, dropped dead on the street.

E. J. Allen Dibblee, of W. F. Dibblee & Son, hardware jobbers, at Woodstock, N.B., is dead. He was a member of his town council for 20 years, mayor for two years, and member of the Legislature for two terms.

James Allen, of Wright & Allen, hardware and tin-smithing, Aylmer, Ont., died recently aged 72 years. He was 40 years in the firm, his business being the oldest in the town.

The Sepoy Mfg. Co., Ltd., Lucknow, Ont., has been incorporated with a capital of \$20,000 to make wheelbarrows, ladders and other articles of wood and iron. Provisional directors are Frank Tait, W. G. Andrew and G. H. Smith.

Major T. Malcolm McAvity, of T. McAvity & Sons, St. John, N.B., was tendered a dinner by the officers of the 3rd Regiment C.A., in honor of his appointment as brigadier major of the eastern divisional infantry brigade, with headquarters at Quebec.

The Chatham Malleable & Steel Mfg. Co., Ltd., has been incorporated to make stable fittings of all kinds. W. H. Westman is president, Ross Huff, vice-president; A. D. Westman, treasurer, and James Richards and S. A. Arnold, directors. Chatham, Ont., is where the head office is located.

F. T. Hill & Co., Ltd., capitalized at \$150,000, head office Markdale, Ont., have been incorporated to carry on a wholesale and retail business in groceries, dry goods, hardware, plumbing, heating, steamfitting, roofing and sheet metal business, and to purchase the businesses heretofore carried on at Markdale, Tara, Orangeville, Alliston and Highgate, under the name of Hill & Co.

Damage estimated at more than \$50,000 was done recently by fire near St. Henri Station, Que., razing to the ground a block of houses, the property of Lamarre Bros., part of it being occupied by their hardware store. Mr. Joseph Lamarre values the immovable prop-

erty at \$25,000, and his stock, which was completely destroyed, at \$15,000. He carried \$15,000 insurance on the houses and \$3,000 on the stock.

### WILL MAKE STEEL CLAD BATHS.

The Steel Trough & Machine Co., Ltd., Tweed, Ont., announce that they have taken over the equipment and patterns and good will of The Toronto Steel Clad Bath Co., and that in future they will make their line of steel clad baths.

### ADDITIONS TO ENTERPRISE PLANT.

During the past year several additions were made to the plant and equipment of the Enterprise Foundry at Sackville, N.B., including a fireproof pattern storage building, which will ensure greater safety to patterns. They have also built an addition of ninety feet to their warehouse, and have also doubled the capacity of their plating department and installed an automatic polishing machine, one of the finest of its kind.

## BUSINESS CHANGES

### Saskatchewan.

Vidora.—Hodson Hardware Co., commenced.

Fillmore.—J. E. Wright, hardware, adding tinshop.

Creelman.—J. E. Wright, hardware, adding tinshop.

Elfros.—F. M. Vincent, hardware, succeeded by H. G. Sirgudson.

Pathlow.—Millard Bros., of Melfort, hardware, opening branch store.

Pathlow.—Cavanagh & Scammel, hardware stock sold to Millard Bros., Melfort.

Prince Albert.—Partridge Bros. have taken over Manville Hardware Co.'s tinsmith business.

### Manitoba.

Winkler.—Heppner & Loeppky, hardware, sold to J. J. Loewen.

McCreary.—D. T. McPherson, hardware, succeeded by McPherson & Anderson.

Armand.—W. J. Wood, hardware and implements, opened branch of his Winnipeg business.

### Ontario.

Lucknow.—Bell & Dowse, hardware, Mr. Dowse retiring.

Corunna.—J. T. Lock, hardware, succeeded by Locke & Waring.

Kingsville.—D. H. McCoy, hardware, succeeded by D. H. McCoy & Son.

Amherstberg.—Jones & Trimble, hardware and implements, succeeded by Wm. H. Jones.

Toronto.—Watson & Holmes, tin-smiths, dissolved partnership. Mr. Watson continues.

Barrie.—J. R. Hambly, hardware, has sold his business to L. Merrill and G. N. Hubbard.

Strathroy.—Parker & Sands, hardware, dissolved. Now conducted by B. O. Parker & Co.

Toronto.—W. R. H. Daniels, plumber, 629 Dundas St., adding hardware. Asking for catalogues.

### Quebec.

Montreal.—Cabana Frere, Ltd., hardware, has been registered.



## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Stanley Rule & Level Co., New Britain, Conn., recently placed on the market two new tools, a No. 202 bench dog and a No. 203 bench bracket. The portable bench dog is a handy little tool where a well appointed work bench is not available. The dog can be so placed as to securely hold a board or other work in almost any position required. Even in connection with a fixed bench dog this portable one will be found useful. It is made entirely of metal, has well-sharpened points and has a blued finish.

The bench bracket simply requires that one or more small holes be bored in the front of the bench, the tool being such that when the jaw or nose is put through it is automatically held in place. The body of the bracket is of iron japanned, and the clamp screw is strong, well threaded, and nickelplated.

Marble Arms & Mfg. Co., Gladstone, Mich., announce that they are now ready to furnish Marble's Vickers-Maxim front sights. These sights have an aperture, for which it is claimed that it is superior in many ways to the bead. The company are also ready with the R9 rear sights for Remington auto loaders; their auxiliary cartridges in a number of new sizes, and their camp axe No. 15, a dandy for campers, guides, prospectors and forest rangers. It is a double-edged axe. All of these are practically new this year.

The Delta Electric Co., Marion, Ind., have brought out a new "Delta" spotlight reflector which lays claim to giving the greatest volume of light during the longest period of time on the smallest consumption of battery. By a coincidence a curve in the reflector was hit upon which intensifies the power of the projected light. So powerful is this light that a newspaper may be read at a distance of 200 feet. The lamp operates on a single dry cell, transmitting an intense shaft of light which the company claim is equal to that given by other lamps of one hundred times its current consumption.

### NEW SMALL-TYPE VACUUM CLEANER

The Invincible Renovator Mfg. Co., Limited, Toronto, has developed a new lightweight high-powered vacuum cleaner called the Baby Invincible. This machine is for export shipment and has many features not heretofore used on small cleaners.

As this cleaner is under a strict guarantee and will, in many cases, be going several thousand miles from home, it is strongly built and has a motor which is built so strongly that there will be little possibility of a break occurring. The Baby Invincible retains the exclusive feature of the swivel handle, which allows cleaning under low furniture if only 2¼ inches from the floor is available. The motor has been increased in size, bearings lengthened, commutator diameter increased to avoid overheating, and a new feature in connections devised to take care of variation of voltages, which is so common in foreign power plants.

The Baby Invincible for the domestic trade is of the same quality and but for the special connections is the same as the export machine.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Remington Arms-Union Metallic Cartridge Co.'s Canadian Works, Windsor, Ont., have just issued a 1915 advance sheet of list prices. This sheet is gotten up to take (temporarily) the place of their loaded shell catalogue, which will be issued later. The list is somewhat novel and is a departure from anything else of the kind. On the front page is the "New" club shell table, giving every gauge and every load furnished. These are loaded with black powder only. The inside of the folder, when opened up, shows at a glance all the gauges and loads filled with smokeless powder. The folder is very convenient, as one can readily ascertain every load and powder with the different grades of shell at a glance.

The company are loading Remington shells with standard powder for the first time this year, and they are furnishing this year several loads not before offered, thus making a range to meet all requirements. The folder will be sent on request.

Drayton Mills, Ltd., Drayton, Ont., are sending out to the trade their new price lists on wood handles, neck-yokes and whiffletrees, and, in addition, an announcement booklet of their hockey sticks.

This booklet is neatly gotten up, with embossed cover, and after one reads it through it is seen what an art the making of hockey sticks is. The company began making the sticks last year, and so successful were they with their product that increased equipment and floor space has been provided for the 1915 business. The mills being located in the heart of the rock elm district, they grow, cut, saw, season and manufacture the sticks under their own supervision. To every dealer who handles sporting goods a word of advice is, ask for one of these booklets, if already one has not been sent.

Besides hockey sticks, Drayton Mills, Ltd., make an extensive line of hardwood handles and other hardwood products.

A. Ramsay & Son, Ltd., Montreal, have just gotten out one of the most elaborate catalogues ever issued in Canada. It covers all branches of the paint trade. There are in the book over 100 exact duplications in as many as eight colors of all the labels of Ramsay products. Dealers should make certain of getting a copy of this catalogue, and to ensure this should send a postcard so that name and address may be added to list for one.

The Crescent Tool Co., Jamestown, N.Y., are issuing a series of circulars descriptive of their goods for dealers to distribute in their mail and in parcels going out from the store. The name of dealer is printed by the Crescent people on the front page of every list.

Cameron & Campbell, Toronto, have issued a new and attractively illustrated catalogue of their store equipment goods. These include metal shelf boxes, display cases in ash, oak or birch, wall cases in a variety of styles and designs, for numerous purposes; counters and general store fixtures. The catalogue is well worth perusal by dealers intending to improve the appearance of their stores.



## The Nick of Time

PEXTO chisels aren't guaranteed to rip siding off a barn or pry open window casings.

But they do give the sharpest edge and the longest service and the least grinding to the man that uses them right.

The Peck, Stow & Wilcox Company

MFRS. Mechanics' Hand Tools, Tinsmiths' and Sheet Metal Workers' Tools and Machines, Builders' and General Hardware  
SOUTHINGTON, CONN. CLEVELAND, OHIO

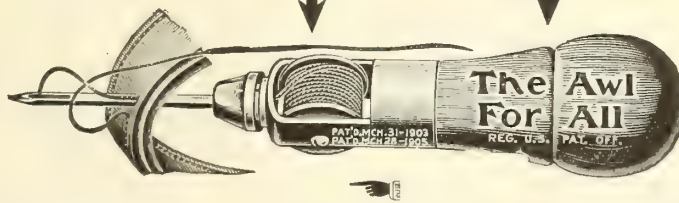
*Pexto tools are equally popular with householders and expert mechanics.*



## THE GENUINE MYERS DOLLAR SEWING AWL

Convenient counter display box, and show card in three colors, **JUST OUT NEW.** Actual size of box  $10\frac{5}{8} \times 4\frac{3}{4} \times 1\frac{5}{8}$ . One box with every  $\frac{1}{2}$  doz. awls, shipping weight 2 lbs.

C. A. MYERS COMPANY, Inc.,



See that exposed reel under the finger tips (THIS PRINCIPLE IS RIGHT)

Ask for 1914 catalogue and and wholesale prices.

Sole Manufacturers,

Needles in the hollow handle screw top

Canadian Distributors:  
A. PRUD'HOMME & FILS, LIMITED,  
10 Rue de Bresles, Montreal  
THE HOBBS HARDWARE CO., LTD.,  
London, Ont., Canada

MERRICK ANDERSON COMPANY,  
Winnipeg, Manitoba

MARSHALL-WELLS CO., LIMITED, Winnipeg, Man.

6319 University Ave., Chicago, Ill., U.S.A.

## "PRESTO" Electric Hand Lamps

*The Searchlight Reflector is Pivoted and can be Moved Instantly to Any Angle*

**JOBBERs** Here is your opportunity to make some real money quick. We give big discounts to Canadian Houses. Sold either with or without batteries. Get the "Presto" and you get the cheapest and best.

Write at once for discounts in quantities. Sole Manufacturers

**METAL SPECIALTIES MANUFACTURING CO.**

736-738 West Monroe Street, Chicago, U.S.A.

An Attachment for any Dry Cell Battery. Equipped with Tungsten Electric Bulb and two-inch bull's-eye lens.

It is for daily use everywhere on all occasions, by the farmer, plumber, autoist, inspector, housewife, physician, in store or factory, barn or garage, cellar or attic. Always ready, absolutely safe. A lot of light for a little money.



No. 1000  
Price \$1.25  
(Without Battery)



## Market Situation

**Hardware Markets.** Hardware items have undergone many price changes since last month's report, and it is likely that many more will be made during the next few weeks.

The tariff changes made in consequence of the war tax are greatly responsible for these, and strong contributing factors are the higher transportation charges and increased cost of raw material, which manufacturers at home and abroad have to pay.

The half-yearly meeting of the jobbers' association was held a few days ago, and this matter of the new duty of 7½ per cent. had an important place in the programme. We have made a number of readjustments in our prevailing market prices, but as new quotations are being made daily it is practically impossible to make a complete and accurate list of ruling prices.

All the price changes show, of course, advances equal to the new duty. Among the lines coming under this head are tinware, stamped ware, enamelware, copper ware, galvanized ware, lanterns, cutlery, nails, iron and lead pipe, iron and copper rivets, bright brass and bronze screws, solder, tinner's trimmings, smooth wire, fence wire, brass and copper wire, builders' hardware, etc. On American goods the increase amounts to 7½ per cent., and on British goods about 5 per cent.

New and increased prices are expected on many kindred lines to those mentioned above, as, for instance, all wire and fence products, including poultry netting, also galvanized products, as a result of an advance on spelter.

Both Dun and Bradstreets report that further progress is noted in the direction of increased trade, but hardware jobbers do not see much improvement as yet. The volume of trade passing in seasonable lines is but fair. Orders continue to be better in rural sections than in the larger towns.

In the East business is holding its own and revival of industry with the awakening of spring is coming quietly.

\* \* \*

**Metal Markets.** The influence of the new tariff is felt in the metal situation. The transportation problem on trans-oceanic metals has caused a rise in most of them. Tin and its products have advanced, so have terne plates, lead, pig iron and spelter.

Copper is unchanged, but decidedly firm. Steel was dull, but the new tariff has revived interest. Iron bars have increased slightly. Lead pipe is up, so is iron pipe.

In the United States there is said to be activity in machine tool buying. There is no scare there on export metals to Britain, and a new feature is that Italy is buying scrap iron. Several more mills have blown in.

\* \* \*

**Heating Lines.** This trade is steady. For a line that has been somewhat quiet for nearly two years now the stove trade evidently is on a good basis, as all the factories are running and giving their employes pretty good running time.

Manufacturers of oil stoves state that these goods are slated for an advance at an early date. Orders, how-

ever, are slow in book. Gas stoves and other summer lines are beginning to show themselves, but inquiry is quiet as yet.

\* \* \*

**Paint Markets.** As with other lines handled not only by hardware dealers but by all merchants throughout the country, the paint trade had its period of uncertainty during the tariff discussion, and as a consequence there has been a stiffening of prices on commodities on which a higher rate of duty has been imposed, and generally on all imported lines. This applies principally to lead, turpentine, whiting, Paris green and gasoline. English glue, too, has advanced a little, and some other goods may go to higher figures. Increased transportation charges has some little to do with advances on goods from abroad, as well as higher manufacturing costs.

Canadian ready-mixed paint lines are not slated for an advance in the near future, nor, in fact, are any other native lines, if we except linseed oil, which is continually fluctuating.

Orders for paints are pretty good. The near approach of spring is helping somewhat, but there is no great movement of goods as yet, hardware dealers and paint men playing canny.

### WESTERN TRADE NOTES

A. H. Hatch, hardware dealer, Vancouver, is dead.

W. Bristow has sold his hardware business at Elgin, Man.

McElhone & Kelly's hardware store at Gadsby, Alta., was burned recently.

The Ladysmith Hardware Co.'s store at Ladysmith, B.C., was damaged by fire recently.

The Manitoba Anchor Wire Fence Co.'s plant at Winnipeg was damaged by fire recently.

W. A. Templeton's hardware store at Winnipeg was damaged to the extent of \$6,000 by fire recently.

S. Greenberg, Yorkton, Sask., is adding another store to his hardware business, owing to his increasing trade.

J. H. Ashdown, the prominent hardware dealer of Winnipeg, has been elected president of the Canadian Fire Insurance Co.

Mr. Foot, manager for The McClary Mfg. Co. at Vancouver, has been granted a holiday. He will enjoy it in the Old Country.

Mr. F. Morton Morse, president of the Miller-Morse Hardware Co., and Mrs. Morse, are spending a three months' vacation in the Old Country.

Richard Thomas, for nearly twenty years a member of the J. H. Ashdown hardware staff at Winnipeg, was presented with a gold watch by his fellow-employees on his severing connection with that firm.

Plans are in progress for the construction of a hardware store and offices, estimated to cost \$3,000, for A. A. Content, Grouard, Alta. The building is to be two-storey, 20 x 58, frame construction, shingle or ruberoid roofing.

A curling association has been formed among the Winnipeg hardware jobbing houses, to compete for a cup offered by the Steel Company of Canada. Six rinks are entered, representing the James Robertson Co., Merrick-Anderson Co., J. H. Ashdown Hardware Co., Marshall Wells, Miller-Morse Hardware Co., and Wood, Vallance.



**We did not start this war, But—  
we're going to help finish it**

*By making Business "Better than Ever"*

**OUR**

**4**

**Leaders**

**CANADA BRAND PURE PAINTS**

(Quality Guaranteed)

**CANADA BRAND FLOOR PAINTS**

(Surpassed by None)

**JAS - PER - ITE**

The Present-Future Varnish

**JAS - PER - LAC SPECIALTIES**

The Present-Future Finish

Our New Toronto Warehouse enables us to make prompt deliveries to dealers in Western Ontario  
WRITE US TO-DAY FOR OUR ATTRACTIVE PROPOSITION FOR 1915

**The Ottawa Paint Works and Ottawa Varnish Co., Ltd.**  
Ottawa, Canada Toronto Branch 153 Duchess St., Toronto

**Hardware  
Men**

AND

**Painters**

GET TOGETHER ON  
THE NEW PROCESS

**Alabastine  
Proposition**

*We supply the hardware man, he keeps Alabastine in stock for the convenience of painters and decorators. We pay a Premium (to Painters only) of 2½c on every five pound package used, no matter where or how they get it.*

All we require is the large word

**Alabastine**

cut off the side of the package, and mailed to us. For 100 from the 5 lb. packages, or 200 from the 2½ lb. packages, we give a high grade 7 inch all bristles Wall Brush, or we give \$2.50 in cash. The brush costs us more and is worth twice the cash offer.

We are also advertising in the "Painter & Decorator" and our travellers are giving out coupons, redeemable at retail value for one five pound package, free to any painter who wishes to test the New Process Slow Setting Alabastine. Dealers hand out a sample 5 lb. package and send coupon to us. We pay 50 cents each.

This is your chance to get painters started using standard package goods. Made in Canada, listed at a good margin of profit and worth more because of superior quality and efficiency. The New Process Alabastine spreads and covers so well, mixes so easily and does the work so nicely that there is a big item of saving in labor that is worth far more than the difference in price of a cheap kalsomine. We have testimonials and recommendations from some of the most practical and prominent decorators, who are using Alabastine with the best of success.

Go after this trade. We will help you get it. Send us the names of prospects

**The Alabastine Co. Paris**  
Paris Limited Ontario



## PREVAILING MARKET PRICES.

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.		
Aluminum, ingots .....	0 22	
Antimony, per lb. ....	0 19	
Brass rods, ½ to 1 inch. .	0 22	
Sheets, up to 20 gauge. .	0 25	
Tubing 1 inch base. ....	0 24	
Copper, ingots, casting. .	0 15 ½	
Sheets, plain, 14 oz. ....	0 29 ¾	
base .....	0 29 ¾	
Sheets, tinned, 14 oz. ....	0 30 ¾	
base .....	0 30 ¾	
Sheets, planished, 14 oz. .	0 27 ¾	
base .....	0 27 ¾	
Sheets, brassiers. ....	0 29 ¾	
Base, round, ½ to 2 in. .	0 27 ¾	
Black Sheets, 28 gauge base.		
Toronto .....	2 75	
Montreal .....	2 70	
Canada Plates—		
Ordinary, 52 sheets, To-		
ronto .....	3 00	
All bright, 52 sheets. .	4 00	
Galvanized Apollo Ordinary		
18x24x52 .....	4 70	4 75
60 .....	4 95	5 00
20x28x80 .....	9 15	9 50
20x28x80 .....	9 65	10 00
Galvanized Sheets (Corrugated)		
10 p.c. off. ....		
22 gauge, per square. .	6 75	
24 gauge, per square. .	5 50	
26 gauge, per square. .	4 25	
28 gauge, per square. .	4 00	
Galvanized Sheets, Fleur Queen's		
de Lis Head .....		
16-20 gauge .....	3 55	3 90
22-24 gauge .....	3 65	3 95
26 gauge .....	4 00	4 20
28 gauge .....	4 20	4 45
Apollo brand Toronto		
24 gauge, American .....	3 30	
26 gauge, American .....	3 65	
28 gauge (26 English) ..	3 80	
10 ¾ oz., equal to 28		
Eng. ....	4 00	
Bar Iron, per 100 lb. ....	2 00	
Forged iron .....	2 35	
Refined horseshoe iron. .	2 40	
Sleigh shoe and mild		
steel .....	2 25	
Iron finished steel .....	2 50	
Tire steel .....	2 20	
High speed steel .....	0 65	
Lead, Canadian pig .....	5 25	
Bar pig .....	6 00	
Sheets, base, 2 ½ lbs. sq.		
ft. ....	7 50	
Pipe and waste .....	9 00	
(Less 5 p.c.) .....		
Traps and bends .....	40 p.c.	
Solder, half and half, lb. .	0 25	
Spelter, foreign, per 100		
lb. ....	9 50	
Sheet zinc .....	11 00	
Tin, ingots, 100 lbs. ....	45 00	
Tin Plates, charcoal—		
M L S, Famous (equal Bradley)		
Per box .....		
I C, 14x20 base .....	7 00	
I X, 14x20 base .....	8 00	
I X X, 14x20 base .....	9 25	
"Dominion Crown Best"—Re-		
tinned. ....		
I C, 14x20 base .....	7 00	
I X, 14x20 base .....	8 25	
I X X, 14x20 base .....	9 50	
"Allaway's Best"—Standard		
Quality. ....		
I C, 14x20 base .....	4 75	
I X, 14x20 base .....	5 50	
I X X, 14x20 base .....	6 25	
Bright Cokes, Bessemer Steel.		
I C, 14x20 base .....	4 50	
Terne Plates. ....		
I O, 30x28, 112 sheets ..	7 40	
I X, Terne Tin .....	9 40	
Tinned Iron. ....		
72x80 up to 24 gauge,		
case lots .....	9 50	
72x80 up to 26 gauge,		
case lots .....	10 00	

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire,	
lb. ....	0 09 ¾
Light copper bottoms. .	0 09
Heavy red brass .....	0 07 ½
Heavy yellow brass .....	0 07 ½
Heavy lead .....	0 08 ½
Light brass .....	0 05 ½
Tea lead .....	0 03
Scrap zinc .....	0 08 ½
No. 1 wrought iron. ....	6 00
Machinery cast scrap	
No. 1 .....	8 75
Stove plate .....	9 00
Malleable .....	9 00
Miscellaneous steel .....	6 00

Iron Pipe, per 100 feet—	
Black base, 1 inch ....	4 42
Galvanized base, 1 inch	6 29

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 65; standard bushings, 70;	
headers 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77 ½; malleable lipped unions,	
65; plugs, 60 and 10.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45.	

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins ....	80 90
Chemicals, in casks, per lb.—	
Arsenate of lead .....	0 19
Sulphate of copper (blue	
ston) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07 ½
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure .....	0 12
Chrome, yellow, pure .....	0 28
Golden ochre, pure .....	0 14
French ochre, pure .....	0 12
Chrome green, pure .....	0 11
French permanent green,	
pure .....	0 15
Marine black, 25 lb.	
irons .....	0 06
Signwriters' black, pure	0 20
Glue, in sheets .....	0 10
1 lb. pkgs (Brantford)	0 25
Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17 ½
Castor oil, per lb., in	
bbls. ....	0 08
Motor Gasoline, single	
bbls. ....	0 18 ½
Benzine, per gal., single	
bbls. ....	0 17

Putty—	
Bulk, 100 lb. drums. .	2 60
Bladders in barrels ..	2 90
Ready Mixed Paints—	
Per gal., qt. tins 1 65	2 00

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt. ....	6 38
Genuine, 100 lb. kegs,	
per cwt. ....	6 75

Shingle Stains—	
In 5-gallon buckets ..	1 15

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels .....	0 68
Linseed Oil, single bar-	
rel, raw .....	0 71
Linseed Oil, single bar-	
rel, boiled .....	0 74

Rosin, "G" grade bbl.	
per 280 lbs. ....	7 00

Varnishes, per gal. cane—	
Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing ..	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 85
Gold size japan .....	2 00
Turps brown japan .....	1 60
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90

Canadian pure,	
ton lots ....	8 30
Canadian pure, less than	
tons .....	8 50

White Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. ....	0 07 ½
Pure, in 25-lb. irons (in	
oil) .....	0 10

Window Glass—	
United Inches Star D.D.	
Under 26 .....	6 50
26 to 40 .....	7 00
41 to 50 .....	7 40
51 to 60 .....	8 00
61 to 70 .....	8 75
71 to 80 .....	9 50
81 to 85 .....	10 50
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c.	

Miscellaneous —	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 08 ½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	2 25
Paris white, bbls. ....	0 90
Whiting, gliders, bolted	1 00
Whiting, plain .....	0 90

## HEAVY HARDWARE

Anvils, Taylor-Forbes ...	0 05 ½
Chain—Proof coil, per 100 lb.: ¾	
in, \$6.00; 5-16 in., \$5.20; ¾	
in, \$4.45; 7-16 in., \$4.20; ¾	
in, \$3.90; 9-16 in., \$3.90; ¾	
in, \$3.80; ¾ in., \$3.65; ¾ in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	

Forges—	
Blacksmith's portable,	
195 lbs. ....	9 85

Horse Nails—	
\$2.60 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	

Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85; "X.L." feather	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base .....	2 05
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 39 1-8 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	

Annealed Wire, base \$2.50.	
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Hay Baling Wire—No. 13 and 12.	
\$4. No. 13 ½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 80 per cent., other	
lengths 20c. per 100 lbs. extra.	
Clothes Line Wire—No. 19, \$2.70	
per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—2-in. mesh, 19	
w.g., 60 off.	
Smooth Steel Wire—Base, \$2.80	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 35
Galvanized, plain twist 2 40	
Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized .....	2 85
Plain .....	2 60
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

## GENERAL HARDWARE

Adzes—Carpenters'—	
per doz. ....	12 50
14 00	
Axes—Single bit,	
per doz. ....	6 75
9 50	
Samson	
Double bit, per	
doz. ....	10 50
12 50	
Bench axes .....	9 00
12 00	
Broad axes .....	22 75
25 00	
Hunters' axes. ....	5 00
6 00	
"Boys' axes" .....	5 75
6 80	
L a t h i n g	
hatchets .....	4 70
10 00	
Shingle hatchets 1 45	6 75
Claw hatchets. 1 70	6 00
Barrel hatchets 5 50	6 85

Ammunition—"Dominion" Rim	
Fire Cartridges and O.B. caps,	
50, 10 & 2 ½ per cent.; B.B.	
caps, 50, 10 and 2 ½ per cent.;	
Centre Fire Pistol Cartridges, 20	
and 2 ½ per cent.; Centre Fire	
Sporting and Military Cart-	
ridges, 10 per cent.; Primers,	
10 and 2 ½ per cent.; Brass	
Shot Shells, 45 and 12 ½ per	
cent.; Shot Cartridges, discount	
same as ball cartridges.	

Crown Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 80	
and 10 per cent.	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net	
extras as follows; chilled 40c.;	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ¾c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	

Augers—Ford's auger bits, 80 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47 ½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	
Tobin High Speed, 50 and 5;	
Tobin Never-Choke, 50 and 5.	

Barn Door Hangers—	
Double straphangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.) .....	3 35

Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
52 ½ and 12 ½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent.	
Machine bolts, ¾ and less, 70	
and 5 per cent.	
Machine Bolts, 7-16 and up,	
60 and 5 per cent.	
Plough Bolts, 55, 10 and 5 per	
cent.	
Bolt Ends, 60 and 5 per cent.	
Blank Bolts, 57 ½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62 ½ per cent.	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12 ½ per cent.	
Coach Screws, new list, 75	
and 5 per cent.	
Nuts, square, all sizes, 4 ½ c. per	
lb. off.	
Nuts, hexagon, all sizes, 4 ½	
per lb. off.	
Stove rods, per lb., 5 ½ c. to 6c.	
Stove bolts, 80 and 7 ½.	



# IT LOOMS LARGE ON The Paint Horizon

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**B-H**

**"ENGLISH" PAINT**

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The **B**iggest **H**elp to **B**righten **H**omes and to **B**uild **H**ouse Paint Trade

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**BRANDRAM-HENDERSON** LIMITED

Montreal

Halifax

St. John

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Winnipeg



Bells—Door bells, push and turn, 45 and 10 per cent. Cow bells, 65 per cent. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells, No. 1, \$1.65.	Hammers—Tack, iron, doz. 0 85 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers' hammers, 10 oz., doz. 5 50 Tinners' setting, 1/2 lb., doz. 4 50 Machinists, 1/2 lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 06 Sledge, Masons, 5 lbs. and over 0 06 Sledge, Napping, up to 2 lbs. 0 09	Cotton clothes line, 18 off. Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 19 Wrapping, cotton 4-ply twine 0 21 1/2 Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c. Tinners' Snips—35 per cent. Tinners' Trimmings—45 per cent Plain and retinned, 72 and 5 Traps (steel game)—Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. Victor, 60 and 5 per cent. Onaida Jump (Star), 50, 10, and 5 per cent. Wheelbarrows— Navy, steel wheel, dozen 21 00 Garden, steel wheel, doz. 22 40 Wrought Iron Washers—Canadian, 45 per cent. Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.55 per 100 sq. ft.; in 50-ft. rolls, \$1.60 per 100 sq. ft. Wire Door Mats—16 x 24, doz., \$9.00.
Building Paper, Etc.— Tarred slater's paper, per roll 0 95 O. K. paper, No. 1, per roll 0 95 Plain Fibre, No. 1, per 400 ft. roll 0 50 Tarred Fibre, No. 1, per 400 ft. roll 0 62 Tarred Fibre Cyclone, 25 lb., per roll 0 62 Dry Cyclone, 15 lbs. 0 50 Plain Surprise, per roll. 0 42 Resin sized Fibre, per roll 0 42 Asbestos building paper, per 100 lbs. 3 25 Heavy straw, plain & tarred, per ton 36 00 Carpet Felt, per 100 lbs. 2 60 Tarred wool roofing felt, per 100 lb. 2 00 Pitch, Boston or Sydney, per 100 lbs. 0 85 Pitch, Scotch, per 100 lbs. 0 85 Heavy Fibre, 32 & 60, per 100 lbs. 8 00 2 ply Ready Roofing, per square 0 75 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 35 Liquid Roofing Cement, bbls., per gal. 0 17 Liquid Roofing Cement, tins 0 19 Crude Coal Tar, per barrel 4 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 5 00 Shingle Varnish, per bbl. 5 00 Caps, per lb. 0 05 Nails, per lb. 0 05 Mop, cotton, per lb. 0 17	Harvest Tools, 50 p.c.— Samson, best quality, 47 1/2 p.c. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 40 and 10 per cent. Lawn rakes, net. Hinges—Blind, 50 per cent. Heavy T and strap discount, 40 and 10 per cent. Light T and strap, 70 p.c. Screw hook and hinge, \$4.25, \$5.00. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. Hinges (Spring)—Per gross—No. 5, \$18.00 No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40. Hooks—Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c.	Sad Irons—Mrs. Potts, No. 55, polished, per set 0 78 Mrs. Potts, No. 50, nickel-plated, per set 0 85 Mrs. Potts, handles, japanned, per gross 9 00 Common, plain 5 00 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper, 40 p.c. Sash Weights— Sectional, 1/2 lb. each, per 100 lbs. 2 25 Solid, 3 to 30 lbs. 1 60 Sash Cord—No. 3, per lb. 0 80 Screws—Wood, F. H., bright and steel .85 10 7 1/2 10 5 Wood, R. H., bright .80 10 7 1/2 10 5 Wood, F. H., brass .75 10 7 1/2 10 5 Wood, R. H., brass .70 10 7 1/2 10 5 Wood, F. H., bronze .70 10 5 10 Wood, R. H., bronze .65 10 5 10 Drive screws .65 10 5 10 Set, case hardened .60 and 10 Square cap .50 and 05 Hexagon cap .45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25.	Stoves and Ranges— Gas ranges, 50 per cent. Stoves and ranges, 50 and 5 per cent. Furnaces, 45 per cent. Registers, 70 and 10 per cent. Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00. Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.25. Flat rim enameled sinks 18x24 \$2.65; 18x30, \$3.10; 18x36 \$4.15. Enameled Ware—White ware, 75 per cent. London and Princess, 50 per cent. Canada, Diamond, Premier, 50 and 10 p.c. Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent. Premier steel ware, 60 and 10 p.c. Star decorated steel and white, 33 1/2 per cent. Hollow ware, tinned cast, 40 per cent. off. Enamelled street signs, 50 per cent. Copper Ware—Copper boilers, kettles, 50 p.c. Copper tea and coffee pots, 50 per cent. Copper pitta, 30 and 5 per cent. Galvanized Ware—Dufferin pattern pails, 45 per cent. Flaring pattern, 45 per cent. Galvanized washtubs, 45 p.c. Pieced Ware, 35 per cent.— Copper bottom tea kettles and boilers, 35 per cent. Coal hods, 40 per cent. Boiler and tea kettle pitta, 40 per cent. Stamped Ware—Plain, 72 1/2 and 5 per cent. Retinned, 72 1/2 and 5 per cent. Silverware—Hollowware, 40, flatware, 40 and 10. Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37 1/2 and 10 per cent. Washing Machines— Downswell 5 00 New Century, Style A... 9 00 Ideal Power 16 00 Stephenson (net) 6 00 Puritan Motor 16 00 Low Pressure Water Motor Washer 16 00 Connor Ball Bearing, with rack 10 25 I X L 10 00 Gem 8 75 Winner 8 00 Connor Improved 5 00 Discount, 25 p.c. Wringers— Royal Canadian, 11 in., doz. 45 25 Eze, 10 in. 51 75 Bicycle, 11 inch 56 25 Trojan, 12 inch 100 00 Unexcelled, 1041E 72 00 Favorite 511E and 521E 57 75 Domestic 531E and 541E 63 00 Challenge 311E and 321E 51 00 Ottawa 331E and 341E 56 25 Sunlight 111E and 121E 44 25 Sunlight 111 42 00 Royal Canadian 151 45 25 Discount, 20 p.c.
Butts—Plated, bower barff & nickel, 45 per cent. Wrought brass, 45 per cent. off revised list. Cast iron loose pin, 60 per cent. Wrought steel, fast joint and loose pin, 70 and 5 per cent. Cement—Portland, bags per bbl. 1 55 1 63 Cold Chisels, 5 x 6 in. doz. 2 20 Bevel edge, 1 inch, doz. 2 50 Conductor Pipe— 2 inch, in 10 ft. lengths. 3 45 3 " " " 4 20 4 " " " 5 58 5 " " " 7 60 6 " " " 9 25 Door Knobs—Canadian, 45 per cent. Porcelain, mineral and jet knobs, net list, plus 5c. Door Sets—Canadian, 50 per cent. Door pulls, 60 per cent. Door Hangers (Parlor)— Single sets, each 1 80 Double sets, each 2 25 Unbreakable rail, 100 feet 5 00 Draw Knives— Carpenters' 6 inch, doz. 5 25 Holding handles, 8 in., doz. 1 80 Folding handles, 8 inch, doz. 1 80 Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent. Ravetrough— 8 in. in 100 ft. lengths. 3 02 10 " " " 3 80 12 " " " 3 88 15 " " " 5 58 Factory Milk Cans— Milk cans and pails, 85 p.c. Hand delivery and creamery cans, 35 p.c. Railroad and cream cans and taps, 40 and 12 1/2 p.c. Creamery trimmings, 20. Files and Rasps— Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66 1/2; Jowett's (English list) 27 1/2. Delta 65.	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c. Extension ladders 15c. per foot up. Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.00. Lift Tubular and Single Plain, per doz., \$5.25. Japanning, 50c. per dozen extra. Prism Globes, per dozen, \$1.20. Lamp wick, 50 per cent. Lawn Hose—Competition grade, 70 and 10. Locks and Keys—Canadian 50 and 10 per cent. Mallets—Tinamiths', 2 1/2 x 5 1/2 in., per doz. 1 65 Carpenters', round hickory, 6 in. 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 Mattocks—6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers, 16 1/2 c. per lb. Drilling hammers, 6 cents per lb. Crowbars, 3 1/2 cents per lb. Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 45 p.c. Zinc and tin, 45 p.c. Coppered oilers, 45 p.c. Brass oilers, 45 p.c. Malleable, 25 p.c. Planes—Wood bench, Canadian, 15, American, 25 p.c. Wood, fancy, 30 to 35 per cent. Rope and Twine— Sisal rope 0 09 1/2 Pure Manila rope 0 14 "British" Manila 0 11 Cotton, 3-16 inch and larger 0 21 Russia Deep Sea 0 20 Jute 0 12 1/2 Lath Yarn, single 0 08 1/2 Lath Yarn, double 0 09 1/2 Sisal bed cord, 48 feet, per doz. 0 72 Sisal bed cord, 60 feet, per doz. 0 90 Sisal bed cord, 72 feet, per doz. 1 08	Sold Irons— Base, per lb., 28 cents. Sap Spouts— Bronzed Iron with hooks, per 1,000 6 00 Eureka tinned steel hooks, per 1,000 8 00 Staples— Poultry netting, 100 lbs. 6 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. Bright spear point, 75 per cent. Stovepipes— 5 & 6 in., per 100 lengths 8 50 7 inch, per 100 lengths. 9 00 Nestable, 40 per cent. 5 and 6-inch elbows, per doz. 1 46 7-inch elbows, per doz. 1 64 Thimbles, 70 p.c. Carpet tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82 1/2; zinc tacks, 85; leather carpet tacks, 85; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch pointed shoe rivets 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; straw berry box tacks, 80 and 10.	



# MARTIN-SENOUR PAINTS AND VARNISHES

MADE IN CANADA

1915 THE MARTIN-SENOUR YEAR 1915

This year is particularly a Martin-Senour year because people are buying more carefully. They are thinking of quality and looking for value.

And our Dealer Agents will profit by the reputation of the Martin-Senour line—built on forty years' earnest efforts to produce the best.

## THE FOLLY OF BUSINESS FEAR.

We are fighting the folly of business fear by advertising Martin-Senour products stronger than ever.

The story of Martin-Senour quality and service will be carried into almost every home in Canada by mediums of publicity, mailing campaigns. Interior and Exterior display features will also help.

This is your opportunity as well as ours. Let both of us make use of it.

WRITE FOR OUR EXCLUSIVE AGENCY PLAN



The **MARTIN-SENOUR** Co.  
LIMITED

PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG  
HALIFAX • LINCOLN • TORONTO



# RAMSAY'S



## "MAKING GOOD"

The only way for paint to "make good" under the test of Canadian climate is to make the paint so good that it is worthy to bear the name RAMSAY.

Since 1842 we have manufactured the best paint we knew how to make—and since the first can was used Ramsay's Paints have been "making good"—for us, for the dealer, and for the man who finally used them on the job.



MADE IN CANADA

"The Right Paint  
to Paint Right"

Write us for prices on whatever you need.  
Ours is "The Complete Line"

A. Ramsay & Son Co., Montreal



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

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Dominion Register Co., Toronto.

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Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

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The Alabastine Co., Paris, Ont.

**ALUMINUM**  
Northern Aluminum Co., Toronto.

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Soren Bros., Toronto, Ont.  
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Burrowes Mfg. Co., Toronto.

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Canadian Fairbanks-Morse Co.,  
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Kuhne-Anderton Mfg. Co., Port  
Hope.  
Kinsinger & Bruce Co., Niagara  
Falls.  
McKinnon Dash Co., St. Catharines.

**AWLS—Sewing**  
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**AWLS**  
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Marble Arms & Mfg. Co., Glad-  
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**AXES**  
James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Cath-  
arines.

**AXE WEDGES**  
Allan Hills Edge Tool Co., Galt.

**AXLE PULLEYS**  
Taylor-Forbes Co., Guelph.

**SPRINGER LOCK MFG. CO., BELLEVILLE.**

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Canada Metal Co., Toronto.

**BAGS AND SACKS**  
Seythes & Co., Toronto.

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Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

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Stanley Works, New Britain, Conn.

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Winnipeg.

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Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.  
Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

**BARS AND SHUTTERS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BARN EQUIPMENT**  
Beattie Bros., Fergus, Ont.  
Steel Trough & Machine Co.,  
Tweed.

**BASKETS—Clothes**  
Meakins & Sons, Hamilton.

**BATHROOM FITTINGS**  
Gendron Mfg. Co., Toronto.  
Kinsinger & Bruce, Niagara Falls.  
Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Ship-gong Bells and Pulls**  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Door**  
Springer Lock Mfg. Co., Belleville.

**BELLS—Farm**  
Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

**BELTING—Cotton Duck**  
Dominion Belting Co., Hamilton.

**BELTING—Rubber**  
Gutta Percha & Rubber Ltd., To-  
ronto.

**BELTING—Leather**  
Sadler & Haworth, Montreal.

**BIRD CAGES**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

**BITS**  
McKinnon Dash Co., St. Catharines.

**BLOCKS—Chain Hoisting**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOAT TRIMMINGS**  
McKinnon Dash Co., St. Catharines.

**BOILERS—Kitchen Range**  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.  
McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**BOILERS AND RADIATORS**  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

**Pease Foundry Co., Toronto.**  
Taylor-Forbes Co., Guelph.

**BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOLTS AND NUTS**  
Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.

**BOX OPENERS**  
Charles Morrill, New York, N.Y.

**BRACES AND BITS**  
E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**Stanley Rule & Level Co., New**  
Britain, Conn.

**North Bros. Mfg. Co., Philadelphia.**

**BRACKETS—Shelf**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

**BRASS GOODS**  
Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.  
Kinsinger, Bruce & Co., Niagara  
Falls.

**BREAST DRILLS**  
North Bros., Philadelphia.

**Stanley Rule & Level Co., New**  
Britain, Conn.

**BRICK AND TILE BLOCK**  
MACHINES  
Exeter Mfg. Co., Exeter.

**BRUSHES**  
Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.  
Sanderson Percy & Co., Toronto.

**BUCKLES**  
McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

**BURLAPS**  
Seythes & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

**BUILDERS' HARDWARE**  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

**National Hardware Co., Orillia.**  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

**Bommer Brothers, New York.**  
Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Chicago Spring Butt Co., Chicago.**  
Springer Lock Mfg. Co., Belleville.

**BURNERS**  
Ontario Lantern & Lamp Co., Ham-  
ilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BUTCHER KNIVES**  
Arch. McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

**BUTTS—Spring**  
Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

**BUTTS AND HINGES**  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.

**CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.

**CAMP STOVES**  
Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.  
James Stewart Mfg. Co., Wood-  
stock.

**CANS—Milk**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**CANT HOOKS**  
Lachute Shuttle Co., Lachute Mills,  
Que.

**Allan Hills Edge Tool Co., Galt.**

**CARBON LAMPS**  
Canadian Sunbeam Electric Co.,  
Toronto.  
Canadian Tungsten Lamp Co.,  
Hamilton.

**CARPENTERS' CLAMPS**  
Taylor-Forbes Co., Guelph.

**CARRIAGE HEATERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**CARTRIDGES—Metallic**  
Remington Arms—Union Metallic  
Cartridge Co., Windsor.  
Dominion Cartridge Co., Montreal.

**CASEMENT ADJUSTERS**  
Canadian Yale & Towne, Ltd.,  
St. Catharines.

**Springer Lock Mfg. Co., Belleville.**

**CASTERS—Stove and Range**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.

**Moffat Stove Co., Weston.**

**CATTLE LEADERS**  
Taylor-Forbes Co., Guelph.

**CHAIN BOLTS**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

**CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CHAIN**  
Anti-skid. Coll. Cow-tie. Halter.  
Trace, Hammock, Logging.  
McKinnon Chain Co., Buffalo, N.Y.

**CHAIN—Brass & Copper**  
James Morrison Brass Mfg. Co.,  
Toronto.

**CHAINS—Steel**  
Steel Co. of Canada, Hamilton.  
B. Greening Wire Co., Hamilton.

**CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.

**CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.

**CHUBBS—Barrel or Revolving**  
Beattie Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
Cummer-Dowdell Co., Hamilton.  
Maxwells, Ltd., St. Mary's.

**CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.  
Henry Disston & Sons, Toronto.

**CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.

**CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.  
Taylor-Forbes Co., Guelph.

**CLOTHES LINE PULLEYS**  
Taylor-Forbes Co., Guelph.

**CLOTHES MANGLES**  
Cummer-Dowdell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.  
Taylor-Forbes Co., Guelph.

**CLOTHES BARS AND RACK**  
Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CLOTHES LINE PROPS**  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

**CLOTHES LINE WIRE**  
Steel Co. of Canada, Ltd., Ham-  
ilton.

**CLOTHES REELS**  
Taylor-Forbes Co., Guelph.

**CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.

**COAL CHUTES**  
Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co.,  
Tweed.

**Winnipeg Ceiling & Roofing Co.,**  
Winnipeg.

**Metal Shingle & Siding Co., Pres-  
ton.**

**COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**COBBLER SETS**  
Taylor-Forbes Co., Guelph.

**COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.

**CONDUCTOR PIPE**  
See Eavetrough.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**CORDAGE AND TWINE**  
Seythes & Co., Toronto.  
Consumers Cordage Co., Montreal.

**CORNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.

**Brown Boggs Co., Hamilton.**

**COTTER PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**COTTON DUCK AND WASTE**  
Seythes & Co., Toronto.

**COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.

**COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
Lufkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.

**COW EASE**  
Carpenter, Morton Co., Boston,  
Mass.

**COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.  
McKinnon Chain Co., St. Cathar-  
ines.

**CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



# Sales Increase 1915

## 100%

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"61"**  
 FLOOR VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"61"**  
 FLOOR VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"61"**  
 FLOOR VARNISH


**PRATT & LAMBERT'S**  
 STAR BRAND  
**"61"**  
 FLOOR VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"38"**  
 PRESERVATIVE VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"38"**  
 PRESERVATIVE VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"38"**  
 PRESERVATIVE VARNISH

**PRATT & LAMBERT'S**  
 STAR BRAND  
**"38"**  
 PRESERVATIVE VARNISH

  
**W.H. CHAPMAN & SON**  
 BRIDGEBURG, ONTARIO

Pratt & Lambert,  
Buffalo,  
N. Y.

Gentlemen:

In checking over and closing our records for the last twelve months business, we were pleased to note that it was possible during the last year for our concern to favor your house with business amounting to about \$955.35.


We want to thank you at this particular time for your service during the last year, which enabled us to please our customers, get repeated orders from them and ourselves make a fair profit, which enabled us to come out whole.

We trust next year we will be able to secure contracts which will enable us to favor your concern with orders increasing the above amount at least 100%.

Again thanking you for all the little favors you have shown our concern and wishing you one and all a merry Christmas and a better business next year than you had this year and let us hope this year's business was the best you ever had, we are

Yours very truly,  
W. H. CHAPMAN & SON.  
*C. J. Chapman*

December  
Twenty-third,  
1914.  
CJC/GAW.



**Do You Look Forward To 100% Increase In Varnish Sales This Year?**

**B**ASING his judgment on past experience, C. J. Chapman expects 100% increase in his sales on Pratt & Lambert Varnishes this year. Read Mr. Chapman's letter. Can you feel and talk the same way about the line of varnishes you carry? P & L Dealers expect big things and do big things, because there are big selling plans behind the P & L Varnishes on their shelves.

**Write For Complete Pratt & Lambert Dealers' Proposition.**

**Pratt & Lambert-Inc., 30 Courtwright Street, Bridgeburg, Ontario**

# Pratt & Lambert Varnish Proposition

## Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg



**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

The Pedlar People, Oshawa.

#### CURRY COMBS

Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

#### CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

#### CUTLERY

Arch, McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara  
Falls, Ont.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

Sanderson Percy & Co., Toronto.

#### CUT SOLES

Beardmore & Co., Toronto.

#### DAMPERS

Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.

**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

#### DISINFECTANTS

Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co.,  
Berlin.

Cameron & Campbell, Toronto.

#### DISPLAY RACKS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### DIES

Armstrong Mfg. Co., Bridgeport,  
Conn.

#### DOOR CHECKS

Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

**DOOR HANGERS**—Parlor  
Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

**DOOR MATS**—Cocoa Fibre  
Meakins & Sons, Hamilton.

**DOOR MATS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**DOOR MATS**—Wire  
Kuhne & Anderton, Port Hope.  
Canada Wire & Iron Goods Co.,  
Hamilton.

Barton Netting Co., Windsor.

**DOORS AND WINDOWS**

McFarlane-Douglas Co., Ottawa.

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### DRAW KNIVES

Allan Hills Edge Tool Co., Galt.

**DRILLS**—Breast and Bench

North Bros. Mfg. Co., Philadel-  
phia.

#### DRY COLORS

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Mont-  
real.

A. Ramsay & Son, Montreal.

Sanderson Percy & Co., Toronto.

**DRIVE WELL POINTS**

Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**

Tarbox Bros., Toronto.

**SAVETROUGH AND CONDUCT-**

**OR PIPE**

Metal Shingle & Siding Co., Pres-  
ton.

Thomas Davidson Mfg. Co., Mont-  
real.

McFarlane-Douglas Co., Ltd., Ot-  
tawa.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

A. Welch & Son, Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

E. T. Wright Co., Ltd., Hamil-  
ton.

Sheet Metal Products Co., To-  
ronto.

#### EDGE TOOLS

Allan Hills Edge Tool Co., Galt.

James Smart Mfg. Co., Brockville.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

Welland Vale Mfg. Co., St. Cath-  
arines.

#### EGG CRATES

Wm. Cane & Son, Newmarket.

#### ELECTRIC FLASHLIGHTS

Canadian Ever Ready Works, To-  
ronto.

Interstate Electric Novelty Co.,  
Toronto.

Metal Specialties Co., Chicago, Ill.

#### ELECTRIC LIGHT FIXTURES

James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

#### ELECTRIC IRONS, ETC.

Ideal Electric Mfg. Co., Walla-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

Chicago Flexible Shaft Co., Chi-  
cago.

Landers, Frary & Clark, New  
Britain, Conn.

Duncan Electric Co., Montreal.

Radiant Electric Co., Grimsby.

#### ELECTRIC LAMPS

Northern Electric Co., Montreal.

Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

Ontario Lantern & Lamp Co.,  
Hamilton.

#### ELECTRIC MANTEL GRATES

Radiant Electric Co., Grimsby.

Barton Netting Co., Windsor.

#### ELECTRIC RADIATORS

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Walla-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

#### ELECTRIC RANGES

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Walla-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

#### ELECTRIC BATTERIES

Canadian Fairbanks-Morse Co.,  
Montreal.

Radiant Electric Co., Grimsby.

#### EMERY GRINDERS

James Morrison Brass Mfg. Co.,  
Toronto.

#### EMERY POWDER

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

#### ENAMEL SIGNS

McClary Mfg. Co., London.

#### ENAMELED WARE

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

Stamped & Enameled Ware, Hes-  
peler.

#### ESCUTCHEON PINS

Steel Co. of Canada, Ltd., Hamil-  
ton.

#### EXPANSION BOLTS

Richards-Wilcox Canadian Co.,  
London.

#### EXPRESS WAGONS—Boys'

Canadian Buffalo Sled Co., Pres-  
ton.

Gendron Mfg. Co., Toronto.

#### EXTENSION LADDERS

Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toron-  
to.

#### FARM TANKS

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

#### FARM TROUGHS

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

#### FASTENERS—Door, Sash

Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.

#### FENCING—Woven Wire

McGregor Banwell Fence Co., Wal-  
kerville.

Steel Company of Canada, Hamil-  
ton.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

Canadian Steel & Wire Co., Ham-  
ilton.

#### FENCING—Picket Wire

McFarlane Ladder Works, Toron-  
to.

#### FILES AND RASPS

Henry Disston & Sons, Toronto.

Nicholson File Co., Port Hope.

G. & H. Barnett Co., Philadelphia.

Simonds Canada Saw Co., Mont-  
real.

#### FILTERS—Water and Oil

James Morrison Brass Mfg. Co.,  
Toronto.

#### FIREPROOF DOORS AND WIN-

**DOWS**

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### FIREPLACE GRATES

Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville,  
N.B.

Barton Netting Co., Windsor.

James Stewart Mfg. Co., Wood-  
stock.

Taylor-Forbes Co., Guelph.

Canada Wire & Iron Goods Co.,  
Hamilton.

#### FIRE BUCKET TANKS

Metal Shingle & Siding Co., Pres-  
ton.

A. B. Ormsby Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

#### FIRE DOOR HARDWARE

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Pres-  
ton.

#### FIRE EXTINGUISHERS

Metal Shingle & Siding Co., Pres-  
ton.

#### FLAGS

Scythes & Co., Toronto.

J. J. Turner & Son, Peterboro.

**FLOOR AND WALL THIMBLES**

Metal Shingle & Siding Co., Pres-  
ton.

#### FORCE CUPS—Rubber

Gutta Percha & Rubber, Ltd., To-  
ronto.

#### FOUNDRY SUPPLIES

B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,  
Hamilton.

#### FORKS—Hay

Welland Vale Mfg. Co., St. Cath-  
arines.

#### FOOD CHOPPERS

Maxwells, Ltd., St. Mary's.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

McClary Mfg. Co., London.

#### FOOT WARMERS

Chicago Flexible Shaft Co., Chi-  
cago.

#### FURNACES—Plumbers'

James Morrison Brass Mfg. Co.,  
Toronto.

#### FURNACES—Hot Air

Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-  
ton.

Can. Heat & Vent. Co., Owen  
Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespeler.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Wood-  
stock.

#### FURNITURE SLIDES

Onward Mfg. Co., Berlin.

#### GALVANIZED IRON

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

B. & S. H. Thompson, Montreal.

M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

Sarnia Metal Products Co., To-  
ronto.

McFarlane-Douglas Co., Ottawa.

A. Welch & Son, Toronto.

#### GALVANIZED NETTING

B. Greening Wire Co., Hamilton.

#### GARAGES—Metal

The Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
ton.

#### GARBAGE CANS

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.

Steel Trough & Machine Co.,  
Tweed.

#### GARDEN AND PARK SEATS

Stratford Mfg. Co., Stratford.

#### GARDEN HOSE

Gutta Percha & Rubber, Ltd., To-  
ronto.

#### GAS IRONS

McClary Mfg. Co., London.

#### GAS OVENS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### GAS RANGES

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.

Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Wood-  
stock.

Supreme Heating Co., Welland.

#### GAS FIXTURES

James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

#### GAS WATER HEATERS

Moffat Stove Co., Weston.

McClary Mfg. Co., London.

Gurney Foundry



# MURESCO

*Always  
the Same*

The enormous increase in the demand for *Muresco* has forced us to put up a new four storey concrete building 50'x60' to take care of, and ship promptly, the ever increasing orders. Use and sell *Muresco*, the most popular Canadian-made wall finish. It will help, not hurt, your reputation for reliable goods.

**Benjamin Moore & Co., Limited**

6 Lloyd Street  
West Toronto

## Jamieson's *Pure Prepared* Paints

will ensure you satisfied customers

*and Satisfied Customers mean more business and better business to you*



The dealer who handles Jamieson's Pure Prepared paints can absolutely *guarantee* them to give satisfaction as we back him upon every sale he makes. Take advantage of our 50 odd years in paint making and become one of our agents.

Write for our  
proposition to-day  
before  
you put in your  
stock for

**SPRING  
TRADE**

**R. C. Jamieson & Company, Limited**

Montreal

Established 1858

Vancouver

Owning and operating P. D. Dods & Co., Limited



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.  
**HOCKEY STICKS**  
 Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HORSE CLIPPING MACHINES**  
 B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
 Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**  
 Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**  
 Invincible Renovator Co., Toronto.  
 Onward Mfg. Co., Berlin.

**HOSE REELS**  
 Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
 Steel Co. of Canada, Hamilton.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**  
 Steel Co. of Canada, Hamilton.  
 Stanley Works, New Britain, Conn.

**ICE SHAVES**  
 McClary Mfg. Co., London.  
 North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**  
 Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**  
 McClary Mfg. Co., London.  
 North Bros., Philadelphia, Pa.  
 Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
 E. T. Wright Co., Ltd., Hamilton.  
 McClary Mfg. Co., London.

**INJECTORS—Automatic**  
 James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**  
 M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.  
**IRONING AND BAKE BOARDS**  
 Stratford Mfg. Co., Stratford.  
 Taylor-Forbes Co., Guelph.  
 Otterville Mfg. Co., Otterville.

**JACK CHAIN**  
 Steel Co. of Canada, Ltd., Hamilton.  
 Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**  
 Taylor-Forbes Co., Guelph.

**KEY BLANKS**  
 Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**  
 E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**  
 Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**KNIVES—Draw**  
 Allan Hills Edge Tool Works, Galt.  
 Peck, Stow & Wilcox Co., Cleveland, Ohio.

**KNIVES—Planer, Paper-cutting**  
 Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.  
**LADDERS**  
 Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**LADDERS—Store**  
 James Morrison Brass Mfg. Co., Toronto.  
 Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**  
 Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Incandescent**  
 Canadian Sunbeam Lamp Co., Toronto Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.  
 Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Montreal.  
 Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**

Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDEY TUBS**

James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAWN FENCING**

McGregor Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**  
 Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPROCKLERS**

James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**

Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**

Beardmore & Co., Toronto.

**LINOLEUMS**

Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Pearey & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**

Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**  
 Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**

Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**

James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOOKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
 McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Sarnia Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**  
 Meekins & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**  
 Metal Shingle & Siding Co., Preston.

Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MIRRORS**

Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzinger & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MIRE BOXES**

Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**

Manton Bros., Toronto.

Sanderson Pearey & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**

Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**

A. Ramsay & Son Co., Montreal.

Scythies & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Boiled**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**

Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**  
 S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**  
 Scythies & Co., Toronto.

**OIL CLOTHS**  
 Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
 Fairgrieve Metal & Stamping Co., Toronto.

**OILY WASTE CANS**  
 James Morrison Brass Mfg. Co., Toronto.

Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**  
 Canada Wire & Iron Goods Co., Hamilton.

**PAIS—Wood**  
 Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
 Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Lowie Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.

Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
 A. Ramsay & Son Co., Montreal.

**PAINTERS' TREESTLES**  
 Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.

McFarlane Ladder Works, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**PAPERHANGERS' TOOLS**  
 Sanderson Pearey & Co., Toronto.

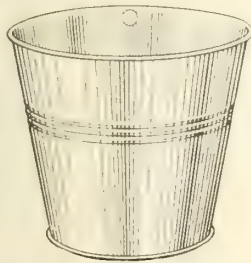
A. Ramsay & Son Co., Montreal.

**PARIS GREEN**  
 Sherwin-Williams Co., Montreal.</





Boilers are made in all sizes and grades of tin, copper and galvanized, with the popular Keystone handles. Each has an attractive label which helps them to sell quickly.



Sap Pails are seasonable now. Make a display of these as every farmer customer should have a supply.

## Tin Ware of Quality

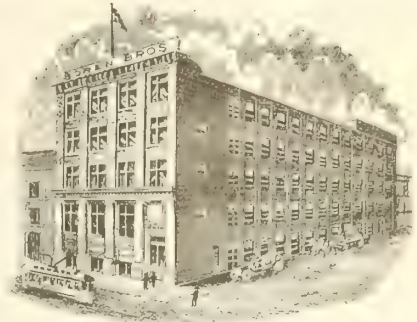
It is to your advantage to handle the Soren Bros. line of Tin, Galvanized and Japanned Ware. The quality is guaranteed and profits reasonable. Our line includes:—

Ash Sifters, Wash Boilers, Cake Tins, Tea Kettles, Dippers, Dust Pans, Steamers and Boilers, Galvanized Pails, Garbage Cans, Stove Pipe, General Tinware, Galvanized Tinware.

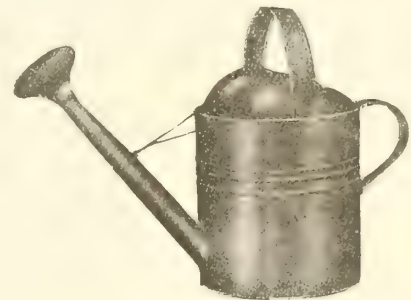
*Write us to-day for New Catalogue showing our complete line*

### Soren Bros.

545-547-549 KING ST. WEST  
TORONTO, ONT.



Our new factory at 545-547-549 King St. W., Toronto, which is equipped to enable us to give prompt attention to all orders.



Sprinkling cans are made in 6, 12 and 14 quarts with spouts wired to body of can (not shown in cut). Strongly made to give satisfaction where good service and durability are desired.

Plain, Japanned and Galvanized



## The One-Minute Washer is the Best Washer on the Canadian Market

The many features of the "One Minute" offer the dealer the advantage of a large number of selling points which are not contained in other washing machines.

*We back the dealer in every sale he makes by guaranteeing each machine to give complete satisfaction to his customers.*

*Write us to-day for Agency*

**One Minute Manufacturing Co.,** 70 Logan Ave.  
Toronto, Canada

## BLACK DIAMOND FILE WORKS

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Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

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**G. & H. BARNETT COMPANY,** Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



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Bommer Brothers, Brooklyn.  
PLOWES Grading  
Meaford Wheelbarrow Co., Meaford.

**PLIERS**

Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.  
Smith & Hemenway, New York.

**PLUMBS AND LEVELS**

Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**

Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.

**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.

**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.

**POLISHING BRUSHES**

Boeckh Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.

**POST HOLE DIGGERS**

Otterville Mfg. Co., Otterville.

**POULTRY NETTING**

B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.  
McGregor Banwell Fence Co., Walkerville.

**PULLEYS**

Canadian Fairbanks-Morse Co., Montreal.

**PUMPS**

Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.  
Beattie Bros., Fergus, Ont.  
Heiler-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**RAKES**

Welland Vale Mfg. Co., St. Catharines.

**RASPS**

Nicholson File Co., Port Hope.

**RAZORS**

Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**

Thos. Davidson Mfg. Co., Montreal.  
Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

Sanderson-Harold Co., Paris.

**REGISTERS—Hot Air Furnace**

Canadian Heating & Ventilating Co., Owen Sound.  
Burrow, Stewart & Milne, Hamilton.

Clare Bros., Preston.  
Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.

James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.

Kir-Ben, Ltd., Almonte.  
Tuttle & Bailey Mfg. Co., Bridgeburg.

Hamilton Stove & Heater Co., Hamilton.

**RIVETS**

Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.

**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.

**ROD COUPLINGS**

Otterville Mfg. Co., Otterville.

**ROPE**

Scythes & Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**

Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**

Prantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.

Canadian Supply & Contracting Co., Toronto.

**ROOFING SUPPLIES**

E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**

Winnipeg Ceiling & Roofing Co., Winnipeg.

McFarlane-Douglas Co., Ottawa.

**RUBBER GASKETS**

Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**

Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**RUBBER BOOT REPAIRS**

Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES—Boxwood**

Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.

H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.

Chicago Hardware Foundry Co., Chicago, Ill.

**SAFES AND VAULTS**

Canadian Fairbanks-Morse Co., Montreal.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.

Auto-Strop Safety Razor Co., Toronto.

**SALAMANDERS**

Gurney Foundry Co., Toronto.

**SANDPAPER**

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**SAND SCREEN**

Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**

Superior Mfg. Co., Hagersville.  
Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Taylor-Forbes Co., Guelph.  
McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

**SASH CENTRES**

Stanley Works, New Britain, Conn.

**SASH LIFTS**

Steel Co. of Canada, Ltd., Hamilton.

**SASH PINS**

Canada Metal Co., Toronto.

**SASH WEIGHT—Lead**

E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Montreal.

Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.

**SAW HORSES—Folding**  
McFarlane Ladder Works, Toronto.

**SAW SETS**

Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.

E. C. Atkins & Co., Hamilton.

**SCALES—Weighing**

Canadian Fairbanks-Morse Co., Montreal.

Burrow, Stewart & Milne, Hamilton.

**SCRAPERS**

Stanley Rule & Level Co., New Britain, Conn.

Meaford Wheelbarrow Co., Meaford.

Taylor, Forbes Co., Guelph.

**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**  
Sanderson-Harold Co., Paris.

**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.

**SCREWS**

P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**

Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.  
North Bros. Mfg. Co., Philadelphia.

Stanley Rule & Level Co., New Britain, Conn.

**SCREW PLATES**

Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.

**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**SHEARS—Sheet Metal**

Peck, Stow & Wilcox Co., Cleveland, Ohio.

**SHEET METAL SPECIALITIES**  
Burrowes Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.

Soren Bros., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.  
Walker Bin & Store Fixture Co., Berlin.

**SHELF SUPPORTS**

Chicago Hardware Foundry Co., Chicago, Ill.

**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.

**SHOT**

Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**

Remington Arms U.M.C. Co., Windsor.

**SHOT SHELLS**

Remington Arms U.M.C. Co., Windsor.

Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**

Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

**SILVERWARE**

Canadian Rogers Co., Toronto.  
Oneida Community, Ltd., Niagara Falls, Ont.

**SKATE STRAPS**

G. L. Griffith & Son, Stratford.  
Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**

Metal Shingle & Siding Co., Preston.  
Wheeler & Bain, Toronto.

McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

**SLEDGES**

Taylor-Forbes Co., Guelph.

**SLEDS**

Canadian Buffalo Sled Co., Preston.

Richards-Wilcox Canadian Co., Ltd., London.

Gendron Mfg. Co., Toronto.

**SNOW SHOVELS**

Canadian Buffalo Sled Co., Preston.

Sheet Metal Products Co., Toronto.

Canada Steel Goods Co., Hamilton.

**SOAP URNS**

Chas. Morrill, New York, N.Y.

**SOLDER**

Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

McClary Mfg. Co., London.

**SOLDERING IRONS**

Brown-Boggs Co., Hamilton.

**SPIKES**

Steel Co. of Canada, Hamilton.

**SPOKESHAVES**  
Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**  
A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**SPORTING GOODS**  
Dominion Cartridge Co., Montreal.

Marble Arms Mfg. Co., Gladstone, Mich.

**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Montreal.

**SPRAYERS**

Sherwin-Williams Co., Montreal.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Canadian Fairbanks-Morse Co., Montreal.

Specialty Mfg. Co., Grimsby.

**SPRINGS AND AXLES**  
Guelph Spring & Axle Co., Guelph.

Taylor-Forbes Co., Guelph.

**SPRING HINGES**

Pommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.

**SPRINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co., Toronto.

**SPRINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.

James Morrison Brass Mfg. Co., Toronto.

**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New Britain, Conn.

**STALLS, STANCHIONS, AND COW-BOWLS—Metal**  
Metal Shingle & Siding Co., Preston.

Steel Trough & Mfg. Co., Tweed.  
Beatty Bros., Fergus.

**STAIR PLATES**  
Steel Equipment Co., Ottawa.

**STAPLES**  
Steel Co. of Canada, Hamilton.

Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Gananoque.

Laidlaw Bale-Tie Co., Hamilton.

**STORAGE BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.

**STORM WINDOW HINGES**  
Watrous Acme Mfg. Co., Des Moines, Iowa.

**STEEL RULES—Machinists'**  
Lufkin Rule Co. of Canada, Windsor.

**STEP LADDERS**  
McFarlane Ladder Works, Toronto.

Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.

**STOVE TRIMMINGS**  
Radiant Electric Co., Grimsby.

**STOVES AND RANGES**  
Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Eurov, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Copp Stove Co., Fort William.

Clare Bros. & Co., Preston.

Thos. Davidson Mfg. Co., Montreal.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Specialty Mfg. Co., Grimsby.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

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## The "Stratford" Line of Ladders

is the most complete and satisfactory line on the Canadian market. Stratford ladders are all made with the highest grade of stock.

Our variety of styles for painters will be in demand during the spring paint season. It is up to the dealer to meet this demand with a complete stock.

Our line of

**Lawn Swings**

is well worth your consideration



Better get an order in at once for the line with "Sales Behind It THE STRATFORD MAKE."

Write us to-day for catalogue and price list

**Stratford Mfg. Company, Limited**

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp and Verandah Furniture, Woodenware, Park Seats, etc.

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### "1900" Gravity Washer

The profits are handsome and every sale means a satisfied customer.

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**The Nineteen Hundred Washer Company**

357 Yonge St.

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IT is easy to explain the merits of Peerless Ornamental Fencing to a prospective customer. There are so many things in its favor. First, it is really an ornamental fence; second, it is an economical, and at the same time, durable fence; third, it beautifies home surroundings and presents a splendid appearance. Gate and fence match well together. Then, too, there is money in it for you.

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not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire. Peerless fence is easy to erect, and will hold its shape for years to come.

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ZINC ORNAMENTS  
Winnipeg Ceiling & Roofing Co.,  
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# Wayne

## Galvanized Steel Tanks

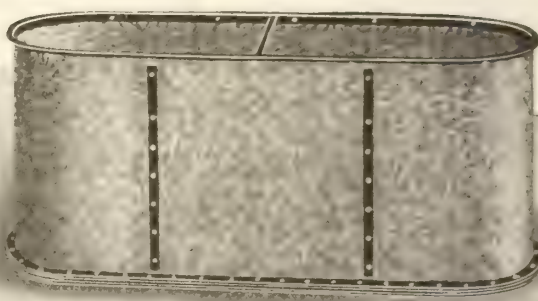
for use on the farm for stock water-  
ing, or for cistern use, are the most  
sanitary and convenient storage.

Freezing weather does not affect Wayne Tanks, and they  
do not leak nor dry up in the summer weather.

The seams are all made water tight by heavy pneumatic  
riveting metal to metal. Made in both square and round  
styles, and in all sizes for all purposes.

Write for Our Illustrated Booklet

Wayne Oil Tank & Pump Co.  
Woodstock Limited Ontario



## WANTED and FOR SALE

Ads under this head 25 cents per line. Four lines  
once for \$1.00, three times for \$2.00. Cash must  
accompany order. No accounts booked.

Traveler with automobile has first class connection with best  
hardware trade in Toronto is in position to represent good  
house on commission basis or salary and commission. Box 301.  
3/2/15

Wanted to hear from owner of good hardware or implement  
store for sale. Send price and particulars. D. F. Bush, Minne-  
apolis, Minn.

Permanent Position Wanted—Hardware clerk, with 6 years'  
experience in retail and wholesale. Speaks French and Eng-  
lish. Good salesman and storekeeper. Handy window dresser.  
Apply for references at Box 302, Canadian Hardware Journal,  
32 Colborne Street, Toronto, Ont.

## CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARD-  
WARE, STOVE AND PAINT JOURNAL  
contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line  
will be represented in his advertisement—but if you will refer to the  
Directory in most cases you will find just what you are looking for.



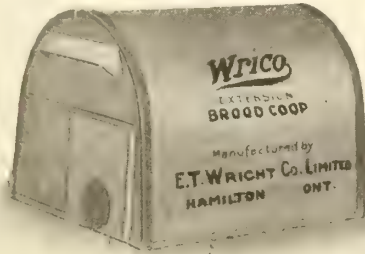
Count your Chickens  
before—and after—using a



## EXTENSION BROOD COOP

MADE IN CANADA

A profitable investment for Poultry Breeders. No lost, strayed, stolen or sick chicks to figure against the profits. The number of chicks saved from a single brood to become mature egg-layers will soon more than pay for the initial cost of the coop. Shut them up at night in a warm, snug, rain-proof, damp-proof, cat, rat and weasel-proof house. In the daytime give them fresh air and sunlight, lots of room for exercise—without being able to roam away, or fall victims to carnivorous animals.



CLOSED AND LOCKED.

Height, 18½ in.; length, 24 in.; width, 20 in.

In bad weather, or during cold nights, the closed coop offers a safe, snug, warm harbor for the hen and her family.

Made of heavy galvanized iron, it will not rust, and possessing perfecting ventilating arrangements, and an elevated and removable bottom, perfect immunity is secured for the chicks against chills, roup, rheumatism, and other ills incident to them during the most critical period of their lives.

The size when closed—24 inches long by 20 inches wide—gives ample room for "indoor" exercise. Combination door for use of old hen, or chicks only, as desired.

Shipped nested 3 in crate.

Shipping weight of crate complete 70 lbs.

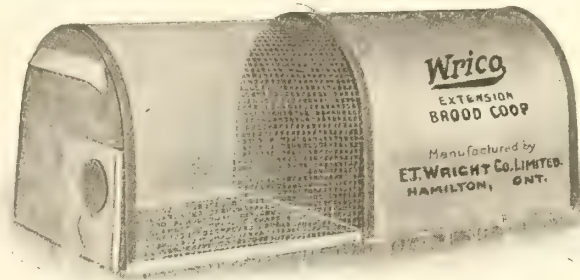
**E. T. WRIGHT CO., Limited**  
Hamilton Canada

The extension is made of heavy 2-mesh wire cloth, RE-galvanized, so the wires will not spread apart.

In fine weather the cage portion is pulled out, giving the hen and chicks double area to roam—untrammelled scratching privileges, and all the advantages of a natural open-air life—yet isolated from the flock, and protected from depredating animals, such as rats, cats, dogs and weasels.

The total length of the extended coop is 46 inches, and the sliding edge of extension being set in a groove, it can be closed without the least trouble or danger to the occupants by simply pushing it in.

The sanitary advantages of this simple and convenient arrangement will be immediately obvious to all modern poultry breeders. The extension locks at any range you wish.



PULLED OUT. Height, 18½ in.; length, 46 in.; width, 20 in.

### Help Your Bookkeeper to Help You

Help him to give you more efficient service. You wouldn't want your stenographer to transcribe your letters with a pen. It wouldn't pay you. Why, then, expect your bookkeeper to work with tools that are antiquated? The

## Remington

Adding and Subtracting Typewriter

(Wahl Adding Mechanism)

has opened the door of every accounting department to the writing machine. This machine, which writes and adds (or subtracts) in one operation, is the last word in typewriter efficiency.

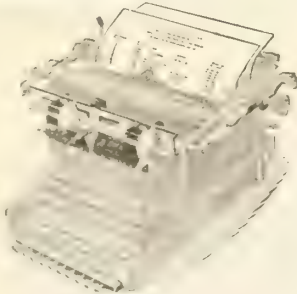
You know the typewriter saves time and labor in correspondence. In billing and statement work the Adding and Subtracting Typewriter does the same—and more. It stops errors, prevents errors; it gives you machine accuracy in place of brain fallibility.

The prevention of loss through errors makes this machine worth more than its cost to you. And the time and labor saving are clear gain.

Our illustrated booklet, "The Remington Idea," sent on request, will tell you all about it

**Remington Typewriter Company, Limited**

144 Bay Street, Toronto, Ontario  
7 Notre Dame St. West, Montreal, Que.



## Write Good Show Cards

## and Sell More Goods



Every Hardware Dealer can increase his sales immensely by spending a little time on his windows. Window space is worth money. Get it out by keeping a neat, clean display of goods, well illustrated with classy Show Cards. Never tried it? Can't write them?

Well! Let us show you. We can teach you how in short order and at little expense, by our new revised

### EDWARDS SHORT-CUT SYSTEM

Nothing like it ever produced. It brings results which mean money to YOU if you will use our service.

Write us for descriptive catalogue and mention this journal. If you can make any sort of letters for card work, send us a sample. Address—

Show Card Writing Department

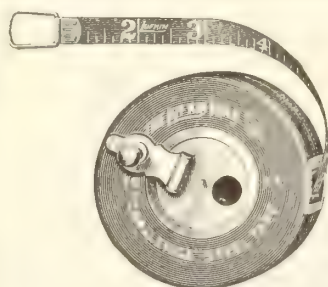
**SHAW CORRESPONDENCE SCHOOL**

395-7 YONGE STREET, TORONTO



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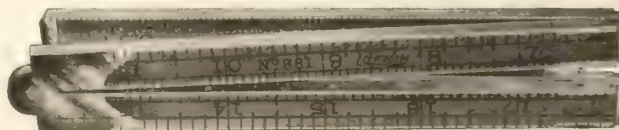


Get Our Catalogue

**THE LUFKIN RULE CO. OF CANADA, LTD.**  
WINDSOR, ONT.

## LUFKIN MEASURING TAPES and RULES WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.



**RED  
S  
BRAND  
WINDOW  
GLASS**



**GLASS  
BENDERS  
TO  
THE  
TRADE**

**THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED**

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO



# Do You Ever Stop Thinking?

You, Mr. Manufacturer—is there ever a moment, except when you're sound asleep, that some train of thought isn't chasing through your mind?

Is there ever a moment, day or night, winter or summer, when you're not susceptible to new ideas properly presented; especially when they have a vital bearing on your business?

Is there ever a day during the summer months when you don't read, think and plan? Yet to hear some folks talk against summer advertising one would think that we actually stop living between June and September.

Just as you read advertisements in newspapers, magazines, and your trade paper—just as you are reading these lines—so many thousands of merchants throughout Canada are reading their trade journals, and laying plans for summer and fall business.

You are building for to-morrow, not a mere "to-day," and you know that a certain amount of "missionary work" is necessary in developing "to-morrow's" business.

So your advertising during the summer months is fastening your name in the minds of merchants who will remember it when they are ready to buy. And whether they are already familiar with your goods or have never heard of them; whether they are going to buy next week or three months from now, doesn't alter the fact that your summer advertising is a most important factor in laying a solid foundation for a prosperous fall and winter trade.

**Canadian Hardware Journal**

32 Colborne Street

Toronto, Canada



# Order Galt Hammocks

## for Spring Trade

**MADE IN CANADA**

and sold direct to the dealer



We have found that we can give Ontario Hardware Dealers the best service and closest prices by making shipments direct from our factory.

Your customers will soon be calling for Hammocks, and the "Galt" line offers you an opportunity to put in a range of Hammocks, Hammock Couches and Baby Hammocks of excellent value in all prices.

### Our New Patriotic Design

(Illustrated)

*will be the Popular Seller during "War Year." You should have some of these.*

**Order No. 740.** Triple cloth Jacquard pattern. Tufted throw back pillow with tassels. Exposed head spreader. Strong fancy stringing with extra head and foot spreaders trimmed with nickel caps. Red, white and blue colors, green leaves in valance; black and white dogs.

**Let us send you Illustrations and Prices of our Complete Line.**



**No. 26 Baby Hammock and Stand.** Heavy Jacquard weave in blue and white combination. Re-inforced bottom. Iron Rod top and bottom. Impossible for baby to fall out. Size 14x36". Stand is made of 1/2 inch iron tubing finished in white enamel and with our No. 25 or No. 26 Hammock makes a very complete outfit.

## Galt Robe & Hammock Co., Galt, Ont.

*Sold through the Wholesale Trade only in Eastern and Western Canada.*



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto



Every can full to the brim with quality. This unsurpassed quality has made 100% Pure the leader in Paints ready for the brush. Many of our Dealer Agents consider the exclusive agency for this line one of the bulwarks of their business. 100% Pure will attract to your store people who will become your friends and steady customers



*The* **MARTIN-SENOUR Co.**

LIMITED  
PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG  
HALIFAX • LINCOLN • TORONTO







# A STATEMENT and an OFFER

## THE STATEMENT

**SMP**, notwithstanding any increases in the cost of zinc, either past or future, will preserve intact the high quality of **SMP** Hot Galvanized Ware, which is so well known throughout the country. Prices may again be raised, but the Quality lowered NEVER.

## THE OFFER

Any dealer who, on inspection of **SMP** Hot Galvanized Ware from now on, considers that the Quality of same has decreased or does not compare favorably with what he purchased before the War, from us or anyone else, is at liberty to return any of such articles at our expense, and receive a credit note for same at invoice value.

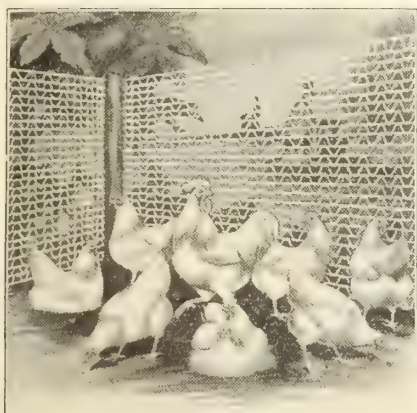
**SHIPMENTS MADE PROMPTLY**

THE **SHEET METAL PRODUCTS CO.** OF CANADA  
MONTREAL TORONTO LIMITED WINNIPEG





# U.S. Poultry Fence



## *Quality - Satisfaction - Profit*

U.S. Poultry Fence is five or six times as strong and at least 100 per cent. better than the old style netting. It does not require top rail or base board. It stretches to the posts straight, even and nice, without buckling, bagging or sagging, or having that unsightly appearance so common to the old style netting and other makes of Poultry Fencing. It is so made that it is impossible for it to have long and short wires or irregular sized and shaped meshes.

## *A Practical, Convincing Test*

Take a short length each of, say, 48-inch U.S. and old style Hexagon Poultry Fencing of 2-inch mesh, No. 19 wire; staple both to opposite sides of a 2 by 4; staple a free end of one to a fence post and the other to another 2 by 4. Then rig up a Fence Stretcher; and the U.S. Fence should pull the 48-inch Hexagon Netting out of shape, narrow it to a 36-inch width, and then break the Hexagon wires.

## *The Reason Why*

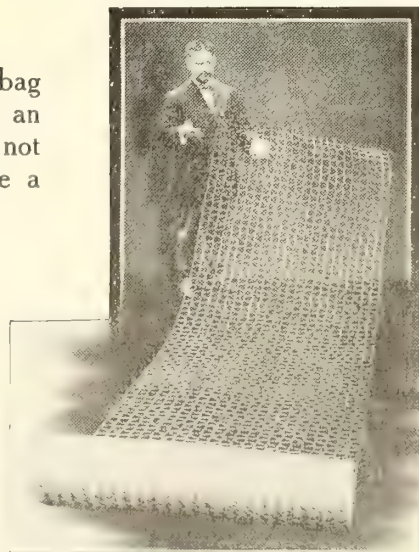
U.S. Poultry Fence has parallel wires that cannot buckle, bag or sag because there is no crosswise pull. In fact you can stretch it to as high tension as desired and the fence will not draw narrower, between posts. It is built and stretches like a farm fence.

### SIZES CARRIED IN STOCK

1-inch Mesh, 18 Gauge Wire, Widths 12 to 60 inches  
2-inch Mesh, 19 Gauge Wire, Widths 12 to 72 inches  
150 Lineal Feet in a Roll

*U.S. Poultry Fence is a business wedge, a trade builder and customer satisfier and is fully guaranteed. It has been time-tested and found sufficiently superior in every respect to be in a class by itself.*

Write for Circulars and Prices



# Rice Lewis & Son

LIMITED

Toronto

Ontario



GOOD      AGGRESSIVE      BETTER  
GOODS      ADVERTISING      BUSINESS

We leave no stone unturned to make your file trade pay you more profit.

First: We give you GOOD GOODS in the "Famous Five":—

**KEARNEY & FOOT  
GREAT WESTERN  
AMERICAN  
ARCADE  
GLOBE**

*(Made in Canada)*

They are files of a half-century's experience and prestige. The finished product of five great plants---producing 60,000,000 files each year. Made under strictest supervision---from steel to file. Uniform in quality---and of the very highest grade.

Second: We back these goods with aggressive advertising---from year to year. We reach every class of possible buyers---through the leading publications of various trades.

Third: We focus 90% of the file demand on our brands. We educate buyers to the right way of using files. This means a substantial increase in their purchase of files.

You can materially increase your file trade by lining up with the "Famous Five."

*Write to-day for "File Philosophy" and our  
complete Trade Catalog*

**NICHOLSON FILE COMPANY**

PORT HOPE

JOBBERS  
EVERYWHERE

ONTARIO





THREE-S PEED MODEL

## The Bicycles The British Army are Using

Just imagine the conditions under which the Raleigh is used at the front, out in all kinds of weather, on the worst roads you can imagine, over fields and through the woods and shot riddled country ; subjected to the hardest kind of usage. This is the kind of work the Raleigh is doing in the war, and doing it well. Isn't this a recommendation worth while ?

# Raleigh Bicycles

are made of the best materials obtainable, in the most up-to-date styles, giving them the desired distinctive, graceful and beautiful lines, as well as strength and durability.

**A Worth-While Profit  
for Dealers**

*Write to-day for  
Catalogue and Prices*



POPULAR MODEL

## H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

**TORONTO**

WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

**GRAHAM NAILS ARE THE BEST**

*When writing to advertisers kindly mention Canadian Hardware Journal*



Now is the time to get busy selling---

*Maxwell*

lines! There's PROFIT in them--for YOU!



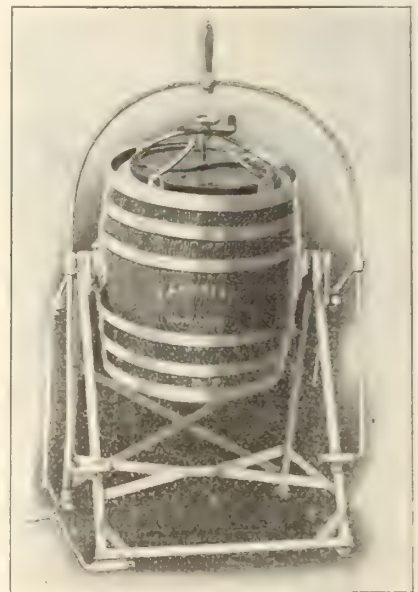
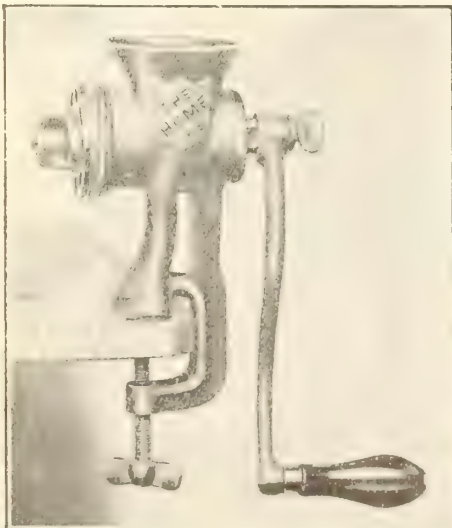
### MAXWELL "Excel-All" Washer

is popular wherever it is sold. One of its special features is the improved Swinging Wringer Board. This swings out of the way when not in use, thus giving ample room for work. The tub runs smoothly on ball bearings and the entire mechanism is simple and easy to operate. The "Excel-All" Washer has a light, tubular metal frame and its finish throughout is of the very best.

### MAXWELL "Favorite" Churn (with Bow Lever)

Maxwell "Favorite" Churn. You can also adjust the handle to centre, left or right, whichever is most convenient for driving. Has light, rigid steel frame, bolted trunnions and roller-bearings. Makes churning a pleasure. Used in Denmark, Australia, New Zealand,

South Africa, and all over Canada.



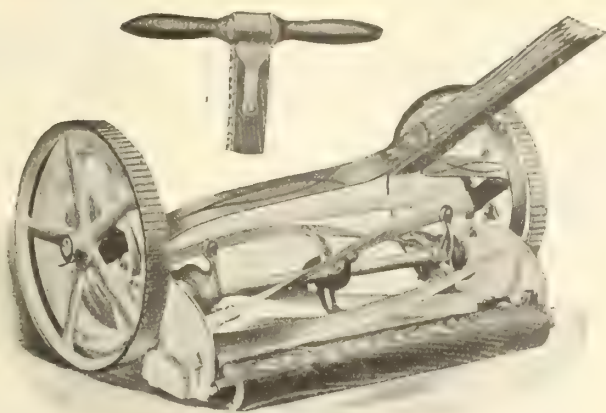
### MAXWELL "Home 65" Food Chopper

THIS is a new machine embodying all the latest principles. Made in standard family size and much stronger and superior to the ordinary type of machine. Cap fits close, rendering the machine quite water-tight. The opened cylinder makes it easy to clean. Supplied with four different cutting plates or three plates and nut-grater.

*Write for a Catalogue*

**MAXWELLS LIMITED**  
ST. MARYS, ONT.





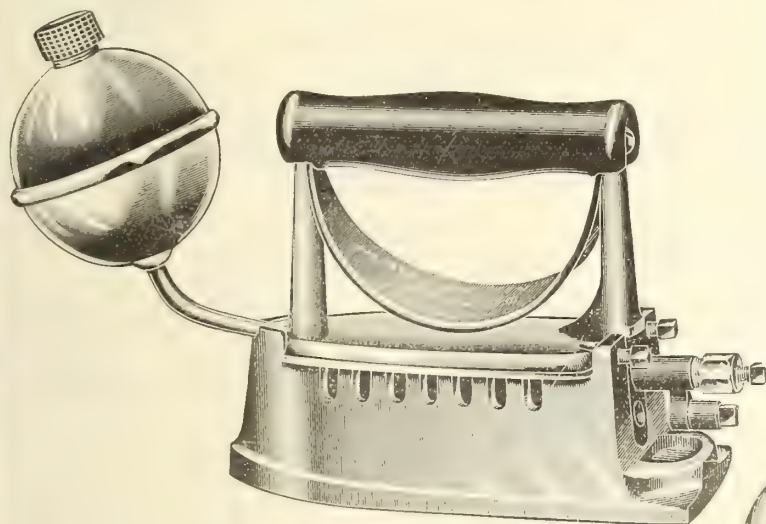
### "Empress" Lawn Mower

Open four and five-knife cylinder. 10 1/2 inch wheels. Special tool steel knives, oil tempered. Case-hardened ball-bearings and balls. Specially prepared polished steel shafts. Cheeks easily detached. Made with grass-box attachment.

## Taylor-Forbes Quality Lines

Taylor-Forbes lines are entirely "Made in Canada" and are guaranteed to give the best of satisfaction to your customers.

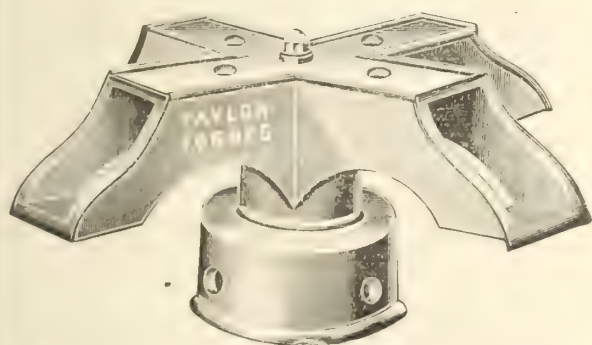
Here are some lines which will soon be in demand. With the warm weather coming on your customers will be in need of these lines.



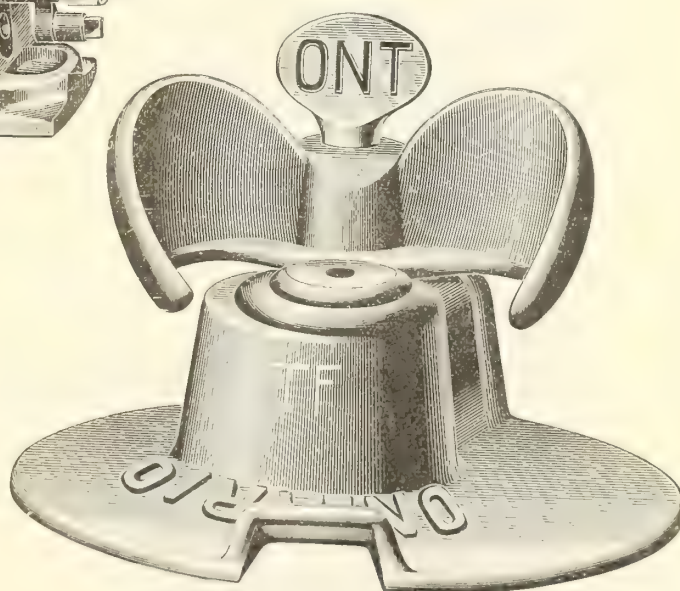
### "Ideal" Gasoline Iron

Self-Heating

Made from the highest grade material. Absolutely safe. Heat can be regulated to suit conditions. There is no gas, the combustion being perfect.



Taylor-Forbes Clothes Line Reel, made in eight styles.



Lawn Sprinkler with adjustable wings.

*If your jobber cannot supply you, write us direct.*

## Taylor-Forbes Co., Limited

Head Office and Works :  
GUELPH, ONTARIO

Taylor-Forbes Co., 246 Craig St. W Montreal  
H. G. Rogers, 147 Prince William Street,  
St. John, N.B.  
Canadian United Mfrs. Agency, London, Eng.

Taylor-Forbes Co., Ltd., 1070 Homer St.  
Vancouver.  
H. F. Moulden & Son, Travelers' Building  
Winnipeg.

**Canadian Made for Canadian Trade**

When writing to advertisers kindly mention Canadian Hardware Journal





No. 1000.  
Price \$1.25.  
(Without battery)



No. 1020.  
Price \$1.50.  
(Without battery.)  
Pat. applied for.

# "PRESTO" Specialties

## Electric Hand Lamp

An attachment for any Dry Cell Battery. Reflector pivoted so light can be thrown at any angle.

Equipped with Tungsten bulb and bull's eye lens. Gives a powerful light.

### A LIVE LINE FOR THE LIVE DEALER

These "Presto" Electric Hand Lamps are the handiest and most serviceable illuminating device ever conceived.

Can be used anywhere on any occasion—by the farmer, plumber, autoist, inspector, housewife, physician, in store or factory, barn or garage, cellar or attic.

**Absolutely Safe** around gas, gasoline, oil or hay, for it cannot ignite anything inflammable. It is clean and has no smell, heat or smoke.

*A Good Lot of Light for a Little Money*

Manufactured by

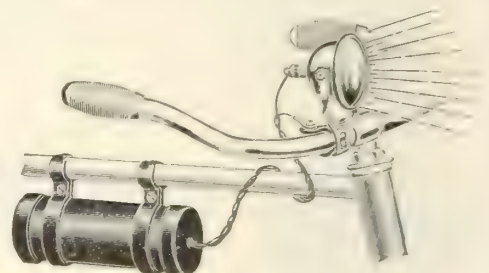
## Metal Specialties Mfg. Co.

736-738 West Monroe St., Chicago, Ill.

W. B. Morrow, of Toronto, distributor for Ontario.  
H. Wheeler, of Montreal, distributor for Quebec.  
Henderson & Richardson, distributors for Maritime Provinces.  
H. S. Musset, 202 Donald Bldg., Winnipeg, distributor for Manitoba.  
Ernest & Martin Bernet, distributors for British Columbia.



No. 1010.  
Price \$1.40.  
(Without battery.)



No. 1050.  
"Presto" Bicycle Lamp. A most appropriate and useful lamp for the cyclist.  
Price \$2.00.  
(Without battery.)



## DAVIDSON'S Premier Royal

A well constructed Cast Range

A good baker and sells for a most reasonable figure

It is a real beauty. Lasts a lifetime. There are very few stoves that can come anywhere near it for style or appearance.

Fire box is extra large and will retain fire, day and night, for 36 hours.

A single damper controls both fire and oven, and a sliding knob on top of stove enables operator to secure any degree of heat required.

*Prices on Application*

The  
**Thos. Davidson Mfg. Co.**

Limited

TORONTO

MONTREAL

WINNIPEG



# Sunbeam Mazda Lamps

Let  
**Canadian Lamps**  
Make  
**Canadian Current**  
Into  
**Canadian Light**  
For  
**Canadian People**

IN these times of war we can each do our share to help the financial affairs of the Dominion by buying only "Made - in - Canada" goods.

When it comes to the question of lamps, you should always "boost" Sunbeam Mazda Lamps. In addition to being a "Made-in-Canada" article they are superior to any imported lamp, being more rugged in construction and giving a better light.

Send us a trial order and let it be proved that "Sunbeam" Mazda lamps are all we claim for them.

## Canadian Sunbeam Lamp Co.

Limited

Main Office and Factory: TORONTO

Branch Warehouses:

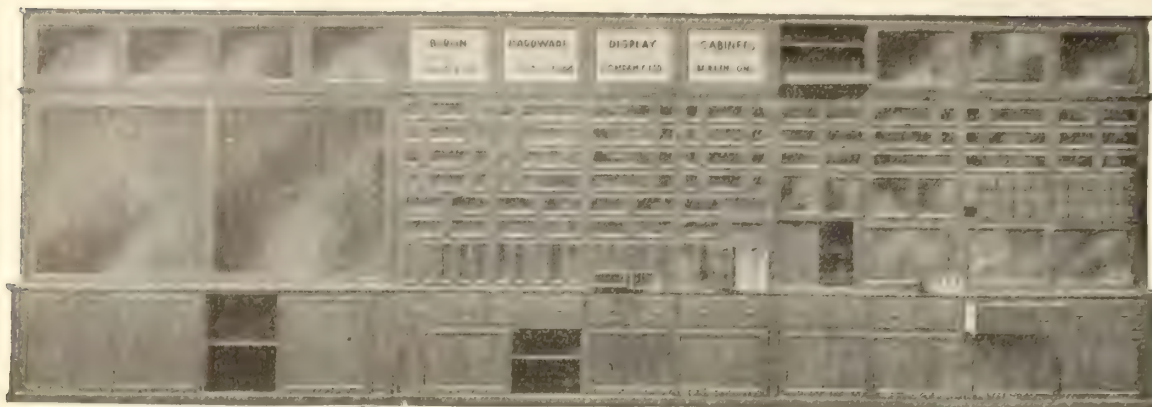
Montreal

Winnipeg

Calgary

Vancouver





Fixture Installed  
by  
**J. G. SEIP**  
Linwood

*Two  
Essentials  
for the  
Up-to-Date  
Store*



## Good Appearance and Good Service

If you intend to buy equipment for your store do not be deterred by first cost—if you can afford it. Consider whether it will save you money, increase your facilities and bring you additional trade.

The difference in cost between a fixture properly made and finished and one that is "good enough" because cheaper in first cost would not be considered for a moment, if you could make comparisons before instead of after you have installed it.

Illustrated catalog and estimates gladly furnished.

**The Walker Bin and Store Fixture Company, Limited**  
BERLIN MANUFACTURERS AND DESIGNERS OF MODERN FIXTURES ONTARIO

# EUREKA and "ONWARD"

Electric

Combination

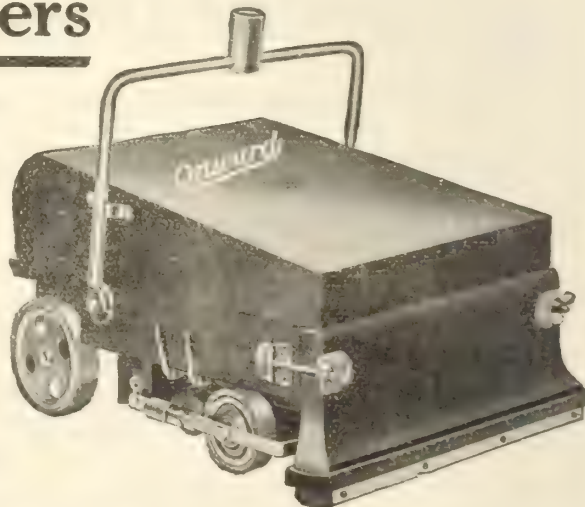
## Vacuum Cleaners



Two big profit producers  
for Spring Trade.

The "Eureka" is a powerful and most reliable machine and is exceedingly easy to operate. It appeals to the housewife on economic, sanitary, time and labor saving principles.

The "Onward" is a Ball Bearing machine and works exactly like a carpet sweeper, quite as easy to operate and vastly more efficient.



Write for our Proposition To-day

**Onward Manufacturing Company - Berlin, Ontario**

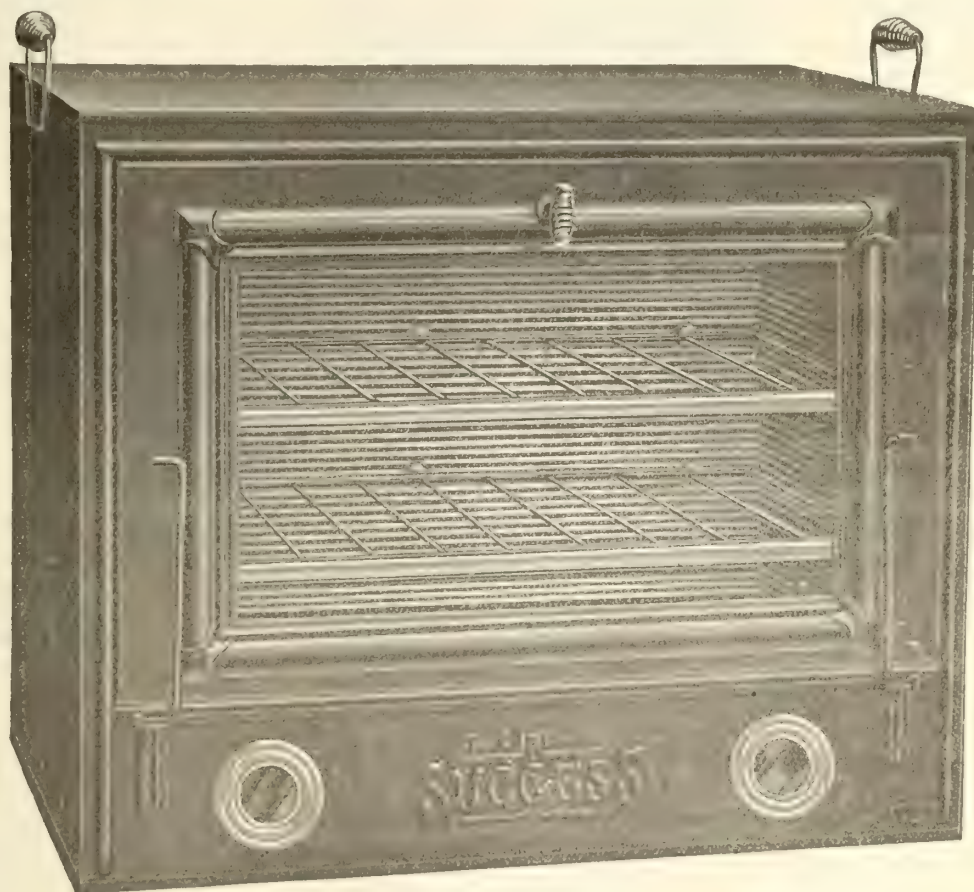


# More Baking, with More Comfort, *this Summer*

With the

## "Success" Oven

This is the point you should emphasize with prospective purchasers—one which will be borne out by the oven itself when they put it to the test. Because it is built to give just that service—to do successful baking, and the greatest amount of it, with the minimum of heat expenditure, and to withstand everyday wear and usage.



No. 70 "SUCCESS" OVEN

This oven has been given extra large capacity ; its size is 22 x 13 inches, 18 inches high, with two shelves. ☐ Material used in its construction, polished blue iron ; lining of tin with inner wall of asbestos. ☐ Strongly built, absolutely without rivets or bolts, being double seamed or electrically welded throughout. ☐ Drop oven door with strong spring, No. 70 having glass drop oven door. Mica lights showing the flame. ☐ Removable heat deflector. Adequate ventilation.

The best appointed, most durably constructed oven on the market to-day

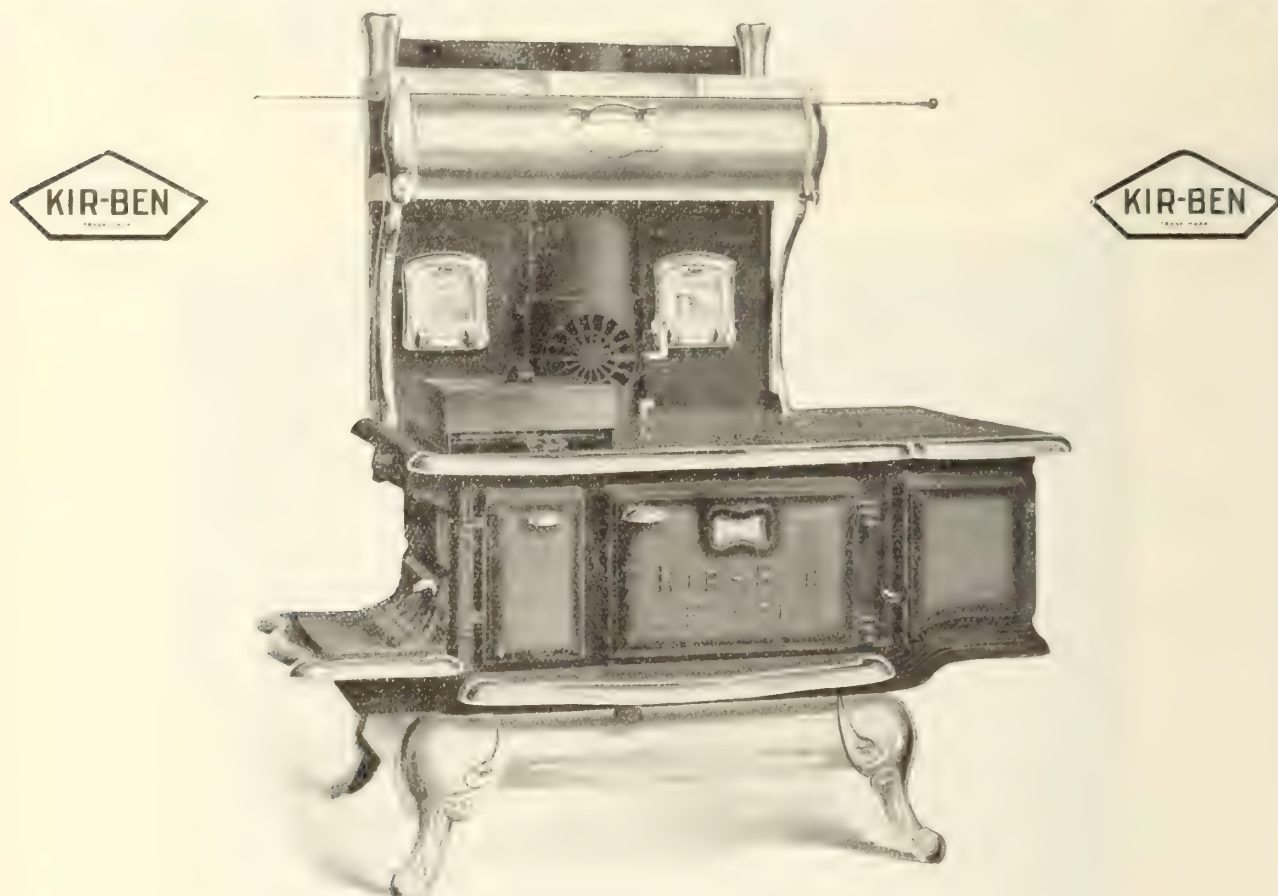
London Toronto  
St. John, N.B.  
Montreal Hamilton

# McClary's

Vancouver Saskatoon  
Calgary  
Winnipeg Edmonton



# We Announce the Kir-Ben Cast Iron Range



Kir-Ben Range with Standard Finish. Also made in Ebony Finish and in Nickelled Finish. 18 and 20 inch ovens.

Designed to please those users who require good service, and those dealers who desire to maintain a profit making stove department.

Although only on the market since December, reports from actual users justify the claims we make, and prove

the Kir-Ben to be a REAL SUCCESS in baking, cooking and holding fire.

Kir-Ben Range Catalogue is now in preparation, and gives information respecting numerous special features. Send your name and receive your copy as soon as ready.

## Made to Suit Your Trade

Cast Iron or Brick Linings  
Iron or Glass Oven Door

Duplex or Dockash Grates  
Three Cooking Heights

Ordinary or Extra Large Wood Firebox  
Ebony, Standard or Nickelled Finishes

Patent "ECONOMIC" Damper. Fully protected, exclusive, and a wonderful working and selling feature.

## KIR-BEN AGENCY IS THE BEST

Kir-Ben, Limited

-

Almonte, Ontario





Sportsmen don't shoot to save money. They spend money to increase their pleasure and skill. And this best class of trade naturally seeks the stores that stock the QUALITY Line of Arms and Ammunition—

# Remington UMC

A hundred years' experience—an organization of experts—unsurpassed factory facilities—and manufacturing methods that insure absolute accuracy—make REMINGTON-UMC Arms and Ammunition world standard.

And an extensive advertising campaign in Canada is ready to make money for *you* with the Remington-UMC Line.

Your name and address on a card will  
bring you details of our far-reaching  
1915 Better-Business Plans.

**THE REMINGTON ARMS-UNION METALLIC CARTRIDGE CO.**

*(Contractors to the British Imperial and Colonial Governments)*

WINDSOR

JOBBERS  
EVERYWHERE

CANADA

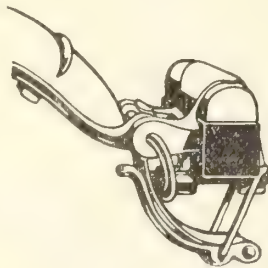


# The Quick Sale Quick-Shift

MADE BY

## FERNALD

holds the speed record for sales all along the line from manufacturer to retail customer. Long ago it sold itself over the million mark and for just one reason. Because it does quickly, quietly and well the work it was made to do.



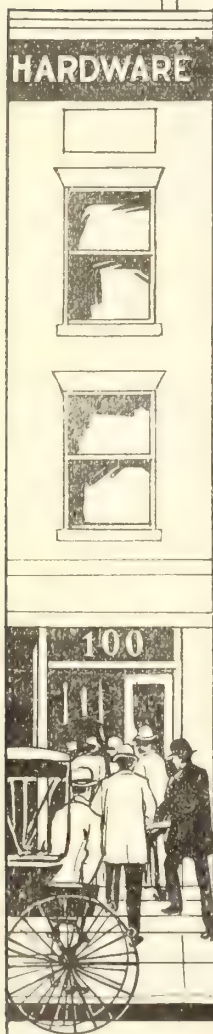
¶ This sturdy, all-steel Quick-Shift is known wherever people drive as the quickest, easiest change from shafts to pole, and the one sure cure for shaft-rattle.

*Packed in dozen lots, each pair in an attractive carton. Ask your jobber.*

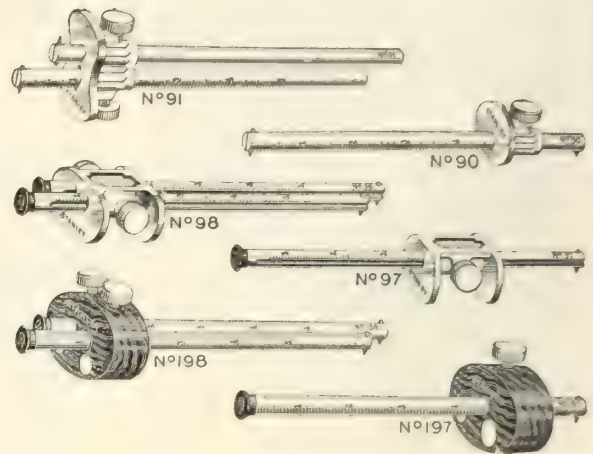
**Fernald  
Manufacturing Co. Inc.**

North East, Pa.

We Sell  
The  
Fernald  
Quick-Shift



# Stanley Tools



## METAL BAR GAUGES

The compactness, ease of adjustment, and accuracy of graduation combine to make the metal gauge attractive for all classes of work.

During the past year we have added a number of new styles and patterns to meet the increased demand for these tools.

## Just a Few Selling Points:

Nos. 90, 97 and 197 are Marking Gauges only, having but one bar. Nos. 91, 98 and 198 are Marking and Mortise Gauges, having double bars.

The bars in all numbers are six and one-half inches long, and graduated in sixteenths of inches for five inches.

The narrow gauging face on the metal heads is very convenient in many instances.

The roller cutters on Nos. 97, 98, 197 and 198 enable the user to scratch a fine line across the grain and over knotty places in the wood without splintering.

The rosewood head on Nos. 197 and 198 make them very attractive to many. Both sides of the head are protected by brass face plates to prevent wear.

The metal parts of all numbers are heavily nickel plated and highly polished.

These Gauges will sell readily if properly displayed.

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.



# *British Hero and Belgian Hero Heirloom* **SPOONS**



The greatest hit in the silver trade in years. Hundreds of Hardware Merchants are selling these Patriotic Spoons.

**Bringing New Customers to their Stores.**

**Building a Silverware Trade.**

**Benefitting from the Advertising.**

**Making profits without having to invest any money, as these spoons are sold on the Return Privilege Plan.**

If you have not investigated our proposition to the Hardware Merchant on Patriotic Spoons, write to us *at once*. This campaign is reaping profits for other Hardware Merchants—why not YOU?

*We supply attractive Advertising matter with  
each shipment of Spoons*

## **Canadian Wm. A. Rogers, Limited**

*Sales Office and Factory :*

**570 King Street West      Toronto, Ontario**

**Branches:—Winnipeg and Vancouver**



1855

SIXTY YEARS

1915

# Ingot and Sheet Metals Iron and Steel

M. & L. Samuel, Benjamin & Co.

King St. and Spadina Ave., Toronto

*Trulite*

MADE IN  
CANADA

OUR 1915 Model is absolutely the best lantern that can be made. Guaranteed wind-proof, leak-proof and also against any defect whatsoever in workmanship or material.

SEND YOUR ORDER TO

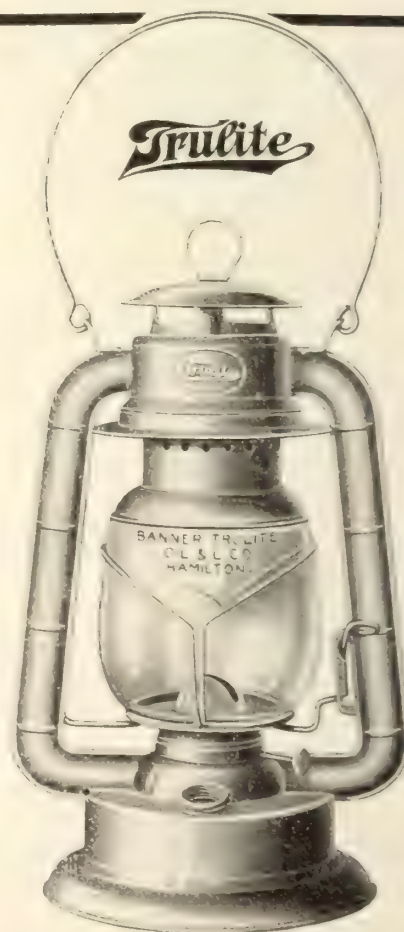
**Ontario Lantern & Lamp Co.**

Limited

Hamilton

-

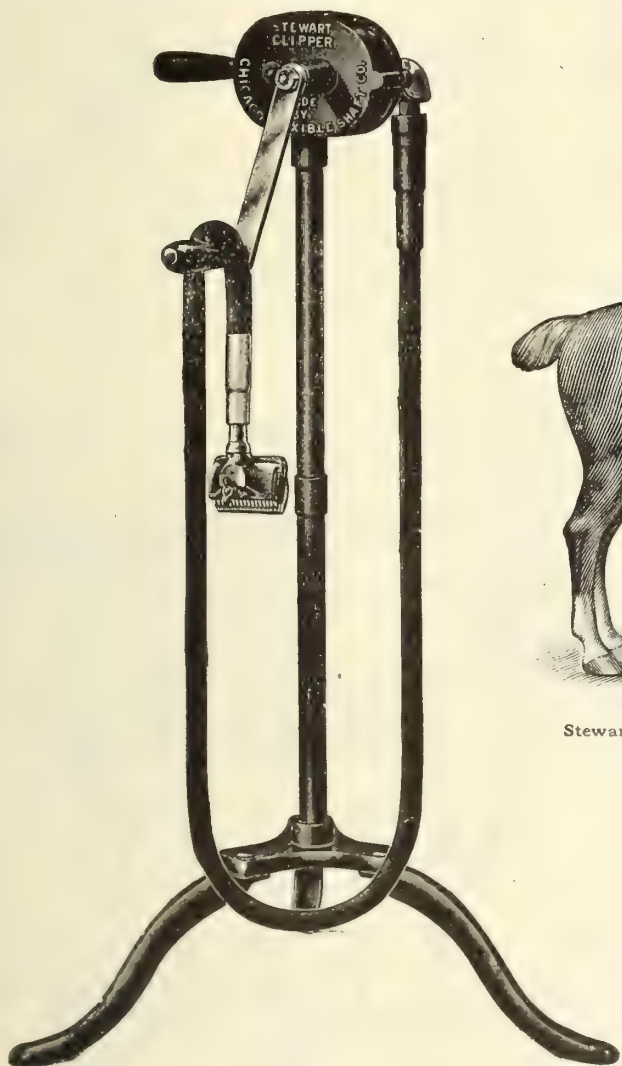
Ontario





The Clipping Machine your Customers Know  
and Like is this

# Stewart Ball Bearing Machine



Stewart No. 1 Ball Bearing Enclosed Gear Clipping Machine in Operation

**It sells to the user in Canada for only \$8.75**

The only satisfactory machine ever offered at the price.

**The QUALITY machine, above all others.**

You can sell more of these machines than of all others put together. Stewart machines are not thrown back on your hands. They please the buyer and help sell more.

A clipping machine that won't cut, nor continue to cut, is a nuisance. It angers your customer, shakes his confidence in you, and spoils your trade.

That never happens with Stewart machines. That's why every jobber carries them; that's why they add to your prestige for selling **GOODS OF QUALITY.**

If you want the cream of the clipping machine business, sell the Stewart Ball Bearing Machine.

Each year we spend more to help dealers and jobbers sell Stewart machines than the gross sales of all other clipping machine makers amount to. That's real co-operation.

**Stewart machines cut keenest and last longest.** Each Stewart must satisfy the user, or all money paid out will be refunded.

All jobbers have Stewart machines. Order now, and write us for supply of "Helps to Sell" more of these splendid machines.

**Chicago Flexible Shaft Co. 187 Ontario Street, Chicago**





## Time to Order FREEZERS

Whether you stock the **LIGHTNING**, **GEM** or **BLIZZARD**, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The **BLIZZARD**, being a low-priced Freezer, makes a good running mate with either the **GEM** or **LIGHTNING**. Now is the time to place your order. Shipment can be made any time you specify.



BE SURE to INCLUDE the **LIGHTNING ICE CHIPPER** No. 1. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will  
Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.

## THE Chicago Steel Bending Brake

will actually save its cost in a few months in any sheet metal workshop



Over ten thousand users in the U.S. alone are obtaining such results.

If you are interested in a Steel Bending Brake in any size, that will do the work quicker, and more accurately, at a big saving in labor and money—just write us.

**The Steel Bending Brake Works**  
Chatham, Ontario **LIMITED**

## "TIGER" WHITE LEAD

*The Lead With the Spread*

**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

**The Steel Company of Canada, Ltd.**

HAMILTON  
VANCOUVER

MONTREAL  
VICTORIA

TORONTO  
HALIFAX

WINNIPEG  
ST. JOHN



# Big Business for Dealers who Carry this Line



NEW IDEA "B" (Detachable Tub)

This is the season when Housekeepers are getting ready for Spring cleaning and it means a big demand for

## CUMMER-DOWSWELL Washers and Wringers

Only about one quarter of the families that deal at your store have an up-to-date Washer and Wringer and most of them need a new one.

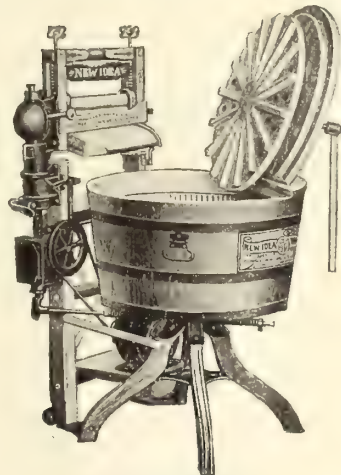
*A little Display and Talk will start something*



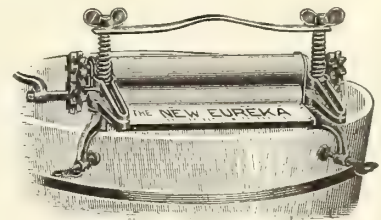
NEW CENTURY "B"



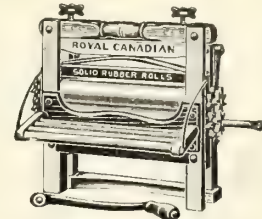
PLAYTIME (Hand or Power)



NEW IDEA (Electric)



NEW EUREKA WRINGER (all iron frame)



ROYAL CANADIAN WRINGER



WARRANTY WRINGER (Ball Bearing, covered cogs, warranted 5 years.)



WARWICK WRINGER (for Laundry Tubs.)



SEAFOAM (Electric or Engine Drive)

Made in Canada by  
**Cummer-Dowswell, Ltd., Hamilton, Canada**  
*Known Everywhere*



# The Only Canadian Made Freezer on the Market

*The  
Dana Peerless*



*We also Manufacture:*

Wash Boards (Made in 13 styles)  
Wooden Pails  
Wooden Wash Tubs  
Bake Boards  
Bread Plates, Mops  
Egg Crates. Clothes Pins  
and other specialties.

In choosing a first-class Freezer to manufacture in Canada for the Canadian trade we decided on the Dana Peerless Freezer as being the Fastest Freezer, the Most Economical, Simplest and the Easiest Turned.

These Freezers will cost you less money than imported ones of equal merit, finish and quality, and every Peerless Freezer you buy is helping to fill the dinner pail of Canadian workmen employed in their manufacture and of increasing the volume of trade at home, rather than of sending our Canadian money to a foreign country.

We offer them to the Hardware Dealers of Canada on a basis that will yield a round profit of 50 per cent. Booklets with prices and description of technical features of the Dana Peerless on request.

Manufactured and sold for 40 years in U.S.A.

Manufactured and sold in Canada, backed by our full guarantee of satisfactory performance and quality of material and labor for one year without a complaint from any source or any cause.

*Order from your jobber or direct*

**The William Cane & Sons Co., Limited**  
Newmarket, Canada





# RUBBER GOODS FOR THE HARDWARE TRADE

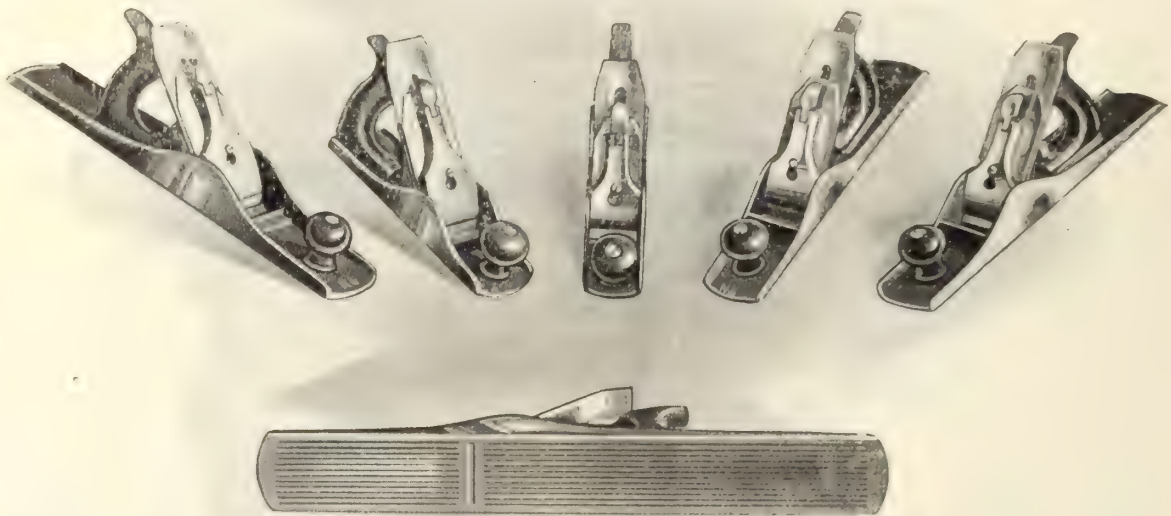
We make Hose of all kinds, Packings to suit every requirement, Belting for all purposes, Force Cups and Plumbers' Supplies, Tubing, Valves, Valve Discs, Wringer Rolls, Rubber Mats and Matting, Stair Treads, Interlocking Rubber Tiling, Automobile, Carriage and Truck Tires, Etc., Etc.

SEND FOR CATALOGUE AND BOOKLETS

## Gutta Percha & Rubber, Limited

Toronto   Montreal   Winnipeg   Regina   Saskatoon   Calgary  
Edmonton   Vancouver   Sydney, Melbourne and Perth, Australia





## NATIONAL PLANES

*National Planes are the Latest additions to our Line*

Every Plane is thoroughly inspected before leaving the factory, and each Plane carries with it the National Guarantee of Quality and Accuracy. The blade is made of a special high grade tool steel, is finely tempered in oil and accurately ground and honed.

*Write us for Prices*

WE ALSO MANUFACTURE A COMPLETE LINE OF

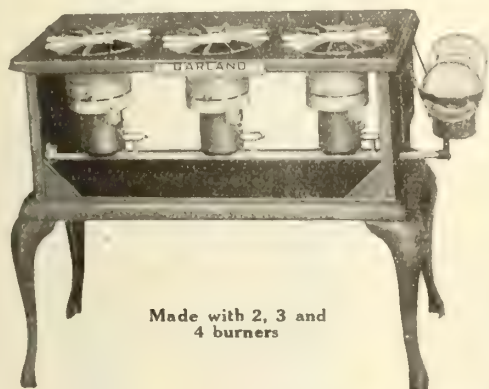
**Vises, Clamps, Handscrews, Screw-drivers, Hacksaw Frames**





# THESE 1915 "GARLAND" BEAUTIES

Will help you to get more sales, larger profits, satisfied customers. Simple in operation. Right up to the minute in appearance.



Made with 2, 3 and 4 burners

With every confidence we can guarantee this complete line of

## Blue Flame Oil Stoves Wick and Wickless

to be absolutely satisfactory in every respect.

They will burn 24 hours with one gallon of oil. Careful buyers appreciate this great saving. A demonstration will quickly lend your prospect. Place a line of these stoves on your floor. The result will pleasantly surprise you.

**High in Quality---  
But Low in Price**



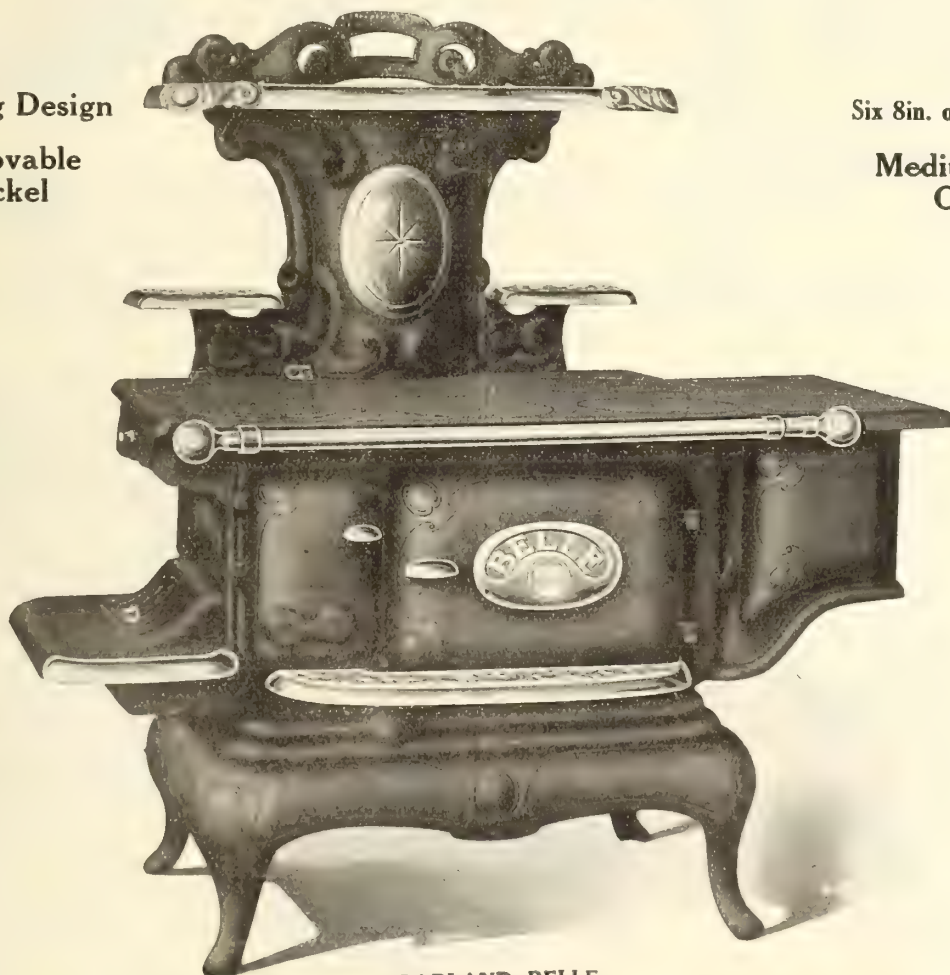
Supplied with glass or metal tanks. With or without high shelf.

**Pleasing Design**

**Removable  
Nickel**

**Six 8in. or 9in. Covers**

**Medium Size  
Oven**



GARLAND BELLE

*Have you  
secured the  
Agency for this  
well known  
Line?*

*Why not  
Write for it  
To-Day.*

## BOWES, JAMIESON LIMITED

HAMILTON

ESTABLISHED 1883

ONTARIO

"Garland" Stoves, Ranges and Furnaces—Coal, Gas, Oil, Wood—"Lion" and "Star" Water Heaters—Gas and Gasoline.

ALLAN TILLEY, MONTREAL—Eastern Representative.





## Sanitary Milking Pails



No. 714. Open—Capacity 14 quarts.

Heavy steel ears, reinforced with straps. Every seam and crevice filled flush with solder. Heavy bright block tin plate— $\frac{1}{4}$ -in. rod handle—bossed rimmed bottom.

These pails are made with a clean, smooth, tinned surface, with no lodging place for matter to collect and decay.

For strength, cleanliness and utility they class in the first rank.

We especially recommend the covered pail for milking purposes.

Stretch a piece of muslin or cheesecloth across the opening, allowing it to sag slightly, and holding it by means of spring or common clothes pins. Then milk the cow into the pail through the cloth. The milk has no opportunity to become contaminated, being strained as soon as it originates from the cow, and passing directly into a covered, dirt-proof, germ-proof pail.



No. 914. Covered—Capacity 14 quarts

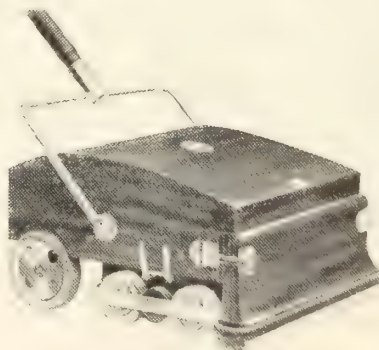
Write for our Illustrated Catalog

**E. T. Wright Co., Limited, Hamilton, Canada**

An Announcement of Our New Special Model-O

# “EPOC-VAC”

Beautiful Model  
Finish—Fine Mahogany.  
Heavily Nickered Parts.  
Three-Ply Veneer.  
Three Bellows.  
Nozzles 12" Wide.  
Pan Openers—Two.  
Nozzle Front—Air tight contact by thumb and nut locks.  
Brush—Large, best quality, removable and adjustable.  
Workmanship—First class in every detail.  
The only thing that is cheap about it is the price.



**ORDER NOW**

A Special  
Cleaner at  
a Special  
Price—*The  
Greatest Value  
Ever Offered  
at any Price.*

**Henderson & Richardson**

Board of Trade  
Building

**Montreal**



# Another Gurney-Oxford Scoop



No. 4 Stove  
with No. 4 Cabinet

One more "Business Bracer" for the Gurney-Oxford Dealers. A complete line of Oil Stoves and Heaters, and truly a splendid one. All blue flame burning stoves of heavy steel build, with beautiful white enamel chimneys and black satin finish. A line guaranteed in every respect.

Gurney-Oxford Dealers don't go around with a grouch because of "War Times." They're getting the benefits of the Gurney "Business Boosters" that brains are planning for them every day. This Oil Stove game is a Business Booster and a real good one.

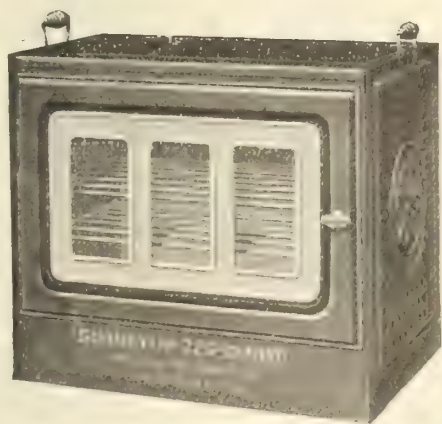
Country Folks especially will want oil stoves very soon, and if you've got the sole

agency in your town for the Gurney-Oxford Line you'll sure reap nice profits and do "More Business Than Usual." A sample in your window and one or two on the Store Floor will stimulate your business in the slowest months.



No. 2 Stove  
without Cabinet

## Swell your Summer Sales



No. 22G

Thousands of dollars are being spent in the towns and rural districts advertising Oil Stoves. Real Good Advertising which is going to send many purchasers to your Store on the hunt for oil stoves, and if you've got a Gurney-Oxford to show them they'll buy right on the dot. For the Gurney-Oxford Line are "Good Lookers" as well as good

workers, and you can guarantee them from the word "Go." We'll stand right behind you.



No. 120



**The Gurney Foundry Co., Limited**  
TORONTO

Montreal

Hamilton

Winnipeg

Calgary

Vancouver



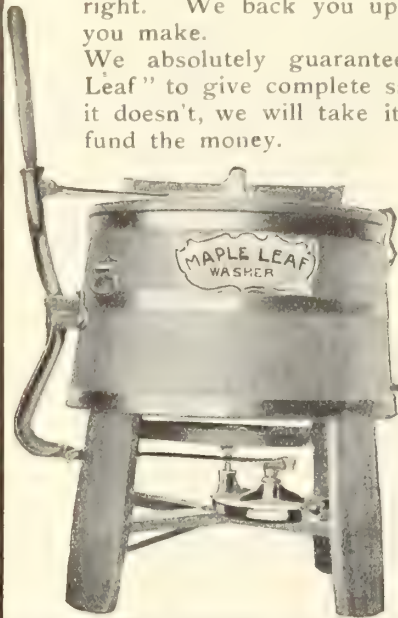


## We Introduce the New "Maple Leaf" Washer

The "Maple Leaf" is noiseless, all gears being enclosed.

To make this machine worthy of its name it must be safe, durable and mechanically right. We back you up in every sale you make.

We absolutely guarantee the "Maple Leaf" to give complete satisfaction. If it doesn't, we will take it back and refund the money.



Write to-day  
for  
Exclusive Agency

**One  
Minute  
Mfg. Co.**

70 Logan Ave.  
Toronto  
Can.



TRADE  MARK

## Bathroom Fixtures

**Made  
in Canada**

Are equal in quality to any imported makes;  
besides being considerably lower in price.

*Mirrors                      Showers*  
*Towel Bars                Tumbler Holders*  
*Shelves                    Etc.*

*Catalogue and latest Prices on request*

**Kinzinger, Bruce & Co., Ltd.**

Niagara Falls, Canada

## MILBRADT LADDERS



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete  
ROLLING LADDER  
CATALOGUE, show  
many styles suitable  
all kinds of shelving

**MILBRADT MANUFACTURING CO.**

2400 N. 10th Street

St. Louis, Mo.



**We Make  
Reliable Grades of**

## Wire Nails and Staples Bale Ties and Baling Wire

We are in a position to meet every requirement, as we have the latest machinery which turns out perfect nails—guaranteed full weight.

We recommend our Bale Ties and Baling Wire as the best that can be secured on the market.

*We'll make good on a trial order*

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. Limited

Geo. W. Laidlaw  
Vancouver, B.C.

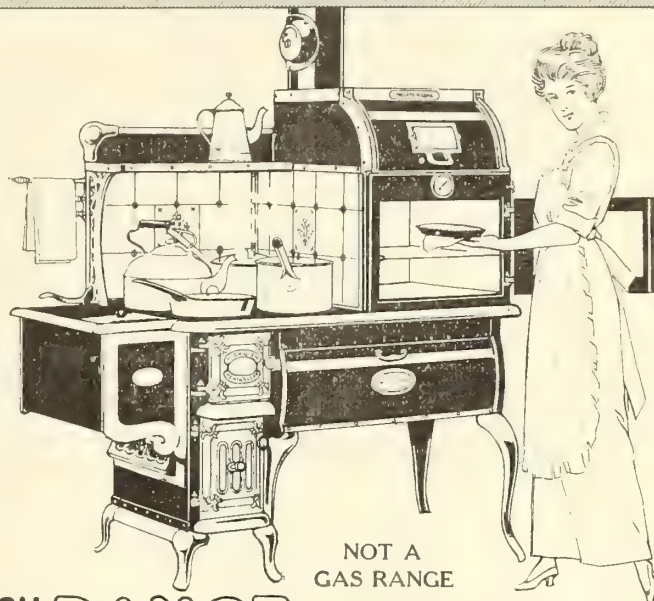
Harry F. Moulden  
Winnipeg, Man.



# A Coal and Wood Range with a HIGH OVEN

*Show this AD  
to the first  
Woman who  
calls*

See whether its  
new features are  
important or not.



NOT A  
GAS RANGE

## LIGHTER DAY HIGH OVEN RANGE

—6 potholes, 4 outside and  
2 enclosed

(formerly called the HIGH-OVEN Peninsular)

1. The HIGH OVEN. No stooping to attend to the baking—the biggest labor-saver since the days of open fireplaces.
2. Thermometer and Chart at standing height—no stooping.
3. A Heated WARMING CLOSET—handy to the oven.
4. A Huge STORAGE for pans—well up off the floor.
5. A Clear SWEEPING SPACE.
6. Beautiful Porcelain Enamel or Tile Back.
7. GLASS OVEN DOOR—with Enamel Grease Guard.
8. Inside Pot Holes. No cooking odors in the house.
9. Toasting Lever—for lifting a whole section of top.
10. Reversible Coal or Wood Grates—or Special Wood Grate—Wood-box 26 inches long.
11. The quickest OVEN we ever produced.
12. Unconditional GUARANTEE.

*This is an opportunity. Dealers should write early for proposition.*

## CLARE BROS. & CO., Limited, PRESTON

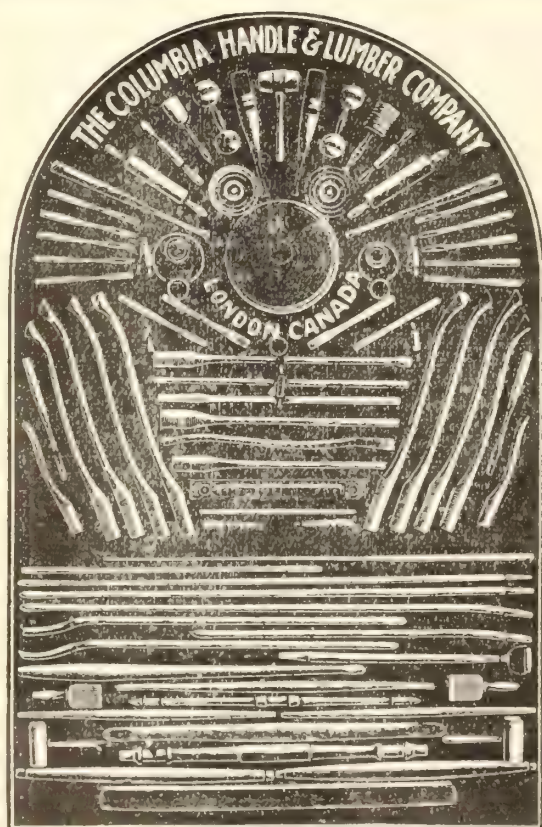
*Makers of the HECLA FURNACE*

CLARE & BROCKEST, Ltd., Winnipeg REYNOLDS & JACKSON, Calgary RACE, HUNT & GIDDY, Edmonton





Address: HENRY DISSTON & SONS, Limited  
2-20 Fraser Avenue, Toronto



HANDLES OF ALL KINDS

The  
**Columbia Handle & Lumber Company of London, Ontario**

Have purchased their interests in the Canadian Handle Mfg. Company, Limited, and will continue to operate the old plant in London as they did previous to the amalgamation from 1893 to 1912.

*Remember "COLUMBIA" when you order  
Handles, Neckyokes, Whiffletrees, etc.*

**Columbia Handle & Lumber Co.**  
London - Ontario



# THOUSANDS OF DOLLARS

are being spent this Spring by The Imperial Oil Company, Limited, in advertising *New Perfection Oil Stoves* to the people of Canada in magazines, farm papers and newspapers.

New Perfection Oil Cook Stoves, for years known as the best that can be produced, are now **MADE IN CANADA** by The Perfection Stove Company, Limited, Sarnia, Ontario.

When you push New Perfections, you are pushing *Canadian* goods and the best known oil cook stove on the market.

New Perfection Oil Cook Stoves are durable, simple in operation, and suitable for all kinds of cooking the year round. Especially popular in summer because they keep the kitchen cool and clean.

Made with 1, 2, 3 and 4 burners, cabinet tops, drop shelves, towel racks, etc.

*For Catalogue and Price List  
address the nearest office of*

**NEW  
PERFECTION**  
OIL COOK-STOVES



## THE IMPERIAL OIL COMPANY

LIMITED

TORONTO  
REGINA

MONTREAL  
SASKATOON

ST. JOHN  
CALGARY

HALIFAX  
EDMONTON

WINNIPEG  
VANCOUVER



Made in

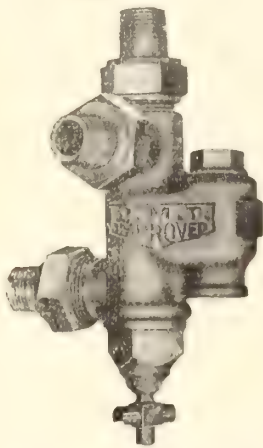
Canada



# STEAM GOODS

## Of The

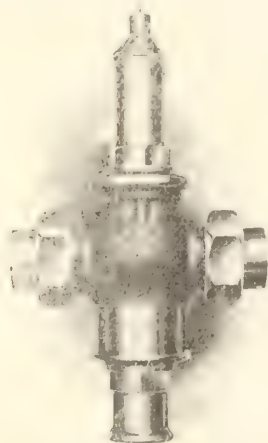
# UTMOST RELIABILITY



**J.M.T. IMPROVED INJECTOR**

Operates at a low pressure of 20 lbs. and works perfectly up to a pressure of 220 lbs.

Has Improved Drain Valve which permits injector being instantly drained of any accumulation of water, thus preventing any liability to freeze in cold weather.



**J.M.T. REDUCING VALVES**

Reducing Valves are used in the majority of steam power plants where there develops a need for steam at different pressures.

J.M.T. Standard reducing Valve has been constructed, patented and is now offered to the steam user as a consummation of reducing valve problems. In its construction is embodied all the features which long experience with such valves has shown to be essential. We guarantee that it will do the work for which it is intended unflinchingly and with complete success.



**J.M.T. GLOBE VALVE**  
Renewable Disc

## Morrison's Steam Specialties and Engineers' Supplies

possess superior qualities which produce satisfied customers and increased profits for the dealer.

"J.M.T." Products are perfect in every detail.

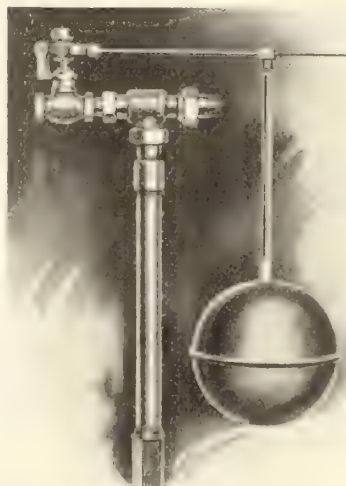
The accuracy of design, the careful manufacture and the final test guarantee satisfaction to your customers.

*Start stocking this class of goods now.  
We'll send you a catalogue for the asking.*

## The Jas. Morrison Brass Mfg. Co., Limited

93-97 Adelaide St., W.

Toronto, Canada



The Morrison Cellar Drainer is a combination of automatic supply valve and water lift of unusual capacity. It is entirely automatic and operates simply by connecting with the water supply. There are numerous places where a device of this kind would prove a great boon.

### Our Lines include:

- Iron Pipes
- Pipe Fittings
- Valves for all uses
- Stop Cocks for Water, Steam, Gas, Oil, Etc.
- Steam Gauges
- Lubricators and Oil Cups
- Water Gauge Glasses
- Safety Valves
- Steam Whistles
- Boat Fittings
- Hose Goods
- Garden Hydrants
- Water Works Supplies
- Pipe Fitting Tools
- Flue Scrapers & Brushes, Etc.





Enameled Bath, with nickel plated Hot and Cold Bath Cock.  
Supplies and Waste Fixture.

## Morrison's Line of Plumbing and Lighting Supplies

will prove a very profitable connection if linked  
up with your store.

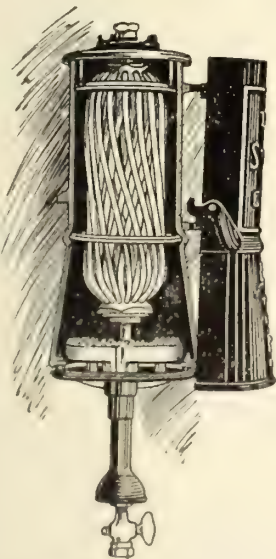
¶ Our goods have the *quality*, the *finish*, and the  
*price* that make sales easy and satisfaction complete.

¶ Send us a trial order and the goods will prove  
our claims.

*Illustrations Upon Request*

**The Jas. Morrison Brass Mfg. Co., Limited**

93-97 Adelaide Street West, Toronto, Canada



J.M.T. Stack Gas Water Heater  
the Greatest Heater on the market—it's  
almost instantaneous; a continuous supply  
in a few minutes.



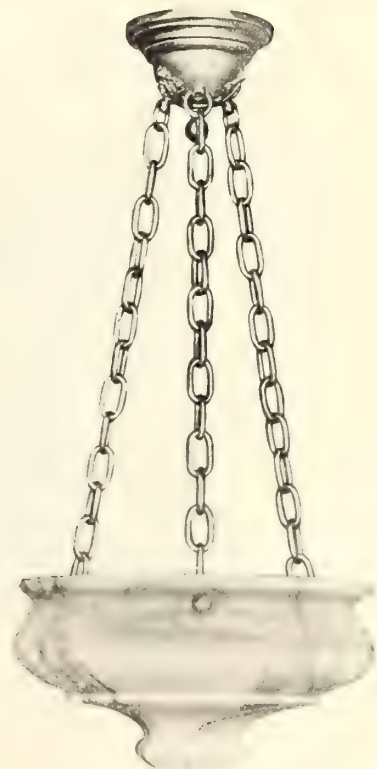
The "Elgin" Low Tank Closet Combination  
quality good—price low



Table Lamp No. 1067


A few samples of Table Lamps attractively  
displayed in your store or window will prove  
a profitable investment. They come com-  
plete ready to screw into electric socket.

**Illuminated in evening  
they attract *Attention*  
and *Invite Purchasers*.**



Marbelized Bowl, Inverted Light





**Full--Well Balanced Loads are Loads That Make Certain a Full Game Bag**

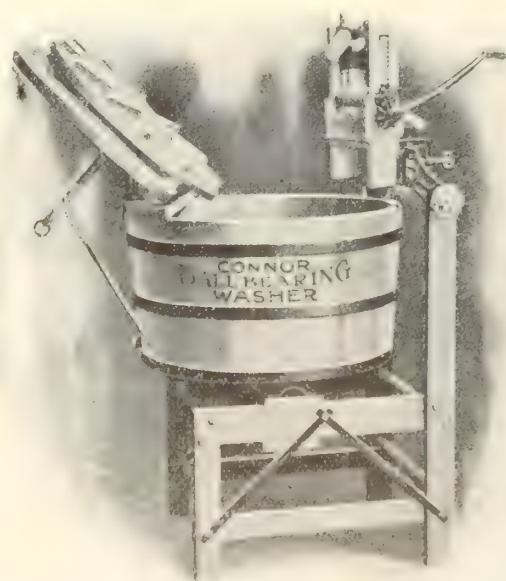
## Dominion Loaded Shot Shells

Dense or Bulk Smokeless powder and Crown Black powder contain the proper combinations of powder and shot.

To satisfy your customers sell them the practical loads—26 grains or  $3\frac{1}{4}$  drams and  $1\frac{1}{8}$  ounce of shot.

**Dominion Cartridge Company Limited**  
**Montreal**

Labels on the right pan:  
 $3\frac{1}{4}$  DRAMS STANDARD SMOKELESS POWDER  
 $1\frac{1}{8}$  OZ, DOUBLE CHILLED SHOT  
 SUPERIOR FELT WADS



*A large and complete stock on hand for immediate shipment. May we have your enquiries?*

## *In the Spring*

the housewife's fancy lightly turns to thoughts of house-cleaning—that is if she is properly supplied with all the necessary equipment.

¶ The extra washing to be done at this time will mean a large number of interested prospects for Washing Machines and Clothes Wringers.

¶ The Connor Ball Bearing Washer is the solution for these Wash Day trials. By its improved method of washing, the clothes are washed to snowy whiteness in half the time required in the old fashioned way. This is the machine for your requirements.

**J. H. CONNOR & SON**  
LIMITED  
OTTAWA, ONT.





# Capewell Service

The highest quality of materials, the most modern and efficient process of manufacture. These two factors can only result in the best goods of their class, but—can they stand alone? What is their natural ally?

## ***SERVICE***

The Capewell Horse Nail Company strives to serve, not here and there, once in a while, but **all the time.**

Capewell salesmen cover their territories, from Atlantic to Pacific, regularly and systematically, steadily and invincibly.

A Capewell salesman is not far from **you** at this minute, Mr. Dealer. He is working for your interests, for your profit and satisfaction, as well as ours.

## The Capewell Horse Nail Company

Toronto

Ont.

### BRANCHES AT

St. John, N.B.  
Winnipeg, Man.

Montreal, Que.  
Vancouver, B.C.

## ***SERVICE***

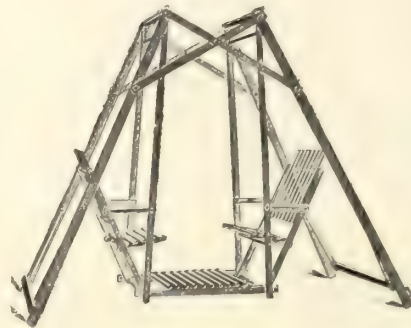
Service is what counts, and we are proud to state that the Service we render to our customers, in every province in this wide Dominion, is well appreciated.

Capewell quality, plus Capewell service, are invincible allies.





Faultless



Ontario Lawn Swing



Hercules

*Put in a complete Stock of*  
**Stratford Spring and  
 Summer Sellers**



No. 15-Camp Chair

For a complete line of Ladders, Camp and Lawn Furnishings, Painters' Trestles and Scaffolds, Ironing and Bake Boards, Clothes Driers, etc.

You cannot secure one that contains more *Quality and Durability* than the *Stratford* line.

***Our New Catalogue***

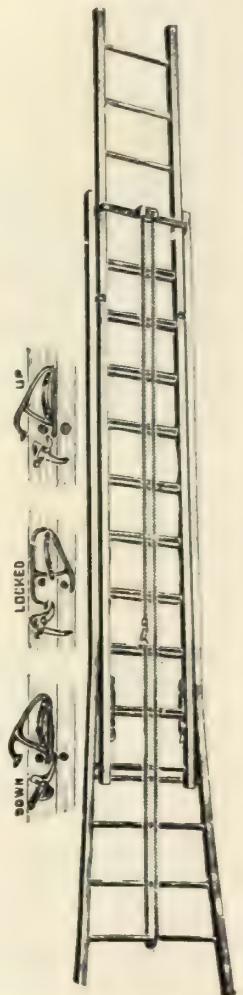
is just off the press and contains information about many new lines. *Write for a copy to-day.*

**Stratford Manufacturing Co.  
 Limited**

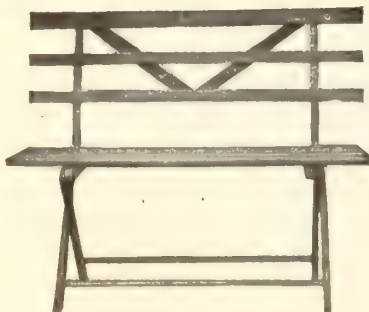
Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn, Camp, and Verandah Furniture, Woodenware, Park Seats, etc.

**STRATFORD**

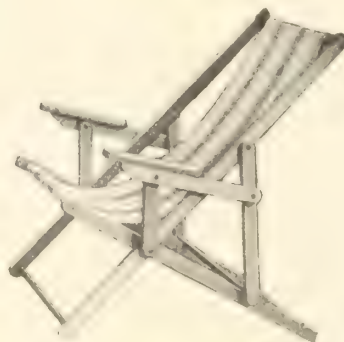
**CANADA**



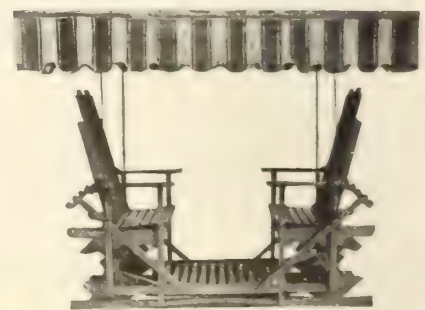
Roped and Common Extension Ladders  
 Single and Roof Ladders



No. O Garden Seat



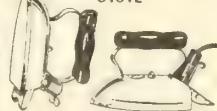
No. 17 Lawn Chair



Boyer's Sliding Settee



NOTE HOW BACK REST  
REVERSED FORMS STAND  
CONVERTING IRON INTO  
STOVE



# Canadian Beauty

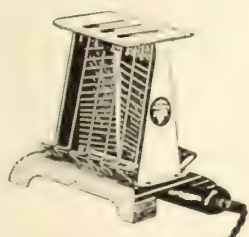
## Fortnight April 26-May 8

**D**URING the fortnight of April 26th to May 8th, we are offering special discounts to dealers on the six appliances here illustrated. Twenty-five leading Canadian magazines and papers are proclaiming "Canadian Beauty Fortnight" to the citizens of Canada. This publicity is distributed from Halifax to Vancouver. A large demand is bound to exist for "Canadian Beauty" heating appliances.

Our catalogue shows the complete "Canadian Beauty line. Write to-day for dealer's proposition on this excellent "Made-in-Canada" line.

### Renfrew Electric Mfg. Co.

RENFREW  
ONT.



FACTORY REPRESENTATIVES: - Irving Smith, 809 Unity Bldg., Montreal, Que.; Frank E. Filer, 502 Keewayden Bldg., Winnipeg, Man.; Houston, Carter & Co., Ltd., Edmonton, Alta.; Houston, Tallman, & Co., Ltd., Regina, Sask.; Brodeur, MacAndrew & Douglas, Vancouver, B.C.



# ANNOUNCEMENT!

**T**HE Sarnia Metal Products Company, Sarnia, Canada, announce the completion at Sarnia of what is conceded by some of the most eminent Engineers, to be one of the most modern and best equipped factories in Canada, and offer the Canadian People a line of metal building materials that is Second to None.

Inquiries for quotations on all forms of sheet metal building materials, including the following lines, are respectfully solicited.

“Corrugated Iron, Metal Barn Shingles, ‘Art Kraft’ House Shingles, Eavestrough, Conductor Pipe, Metal Culverts, Metal Skylights, Ventilators, Metal Ceilings, Metal Cornices, Metal Tanks, Etc.

We want a distributor in every town and have a plan of selling that will turn the sheet metal end of your business from the unprofitable basis it has been in the past, to the most profitable and best line you have.

Write us at once and let us submit our proposition.

## The Sarnia Metal Products Co.

SARNIA Limited CANADA



Sectional View.

# The Sarnia Storm Proof Ventilator



**Made in Canada**

The Sarnia Ventilator is made of the best grade galvanized iron of a heavier gauge than is generally used by other manufacturers of ventilators, and meets the requirements of durability and highest efficiency, as well as cheapness, and is recognized as one of the finest storm-proof ventilators. Its construction is based on strictly scientific principles and its simplicity is one of its greatest advantages. It is made with the greatest care that skill and experience can accomplish, and is unequalled for strength, rigidity, and lasting qualities.

It is especially valuable in removing all foul air, gases, odors, moisture and steam from foundries, etc.

ALL SIZES IN STOCK—Prices and special information sent on request.

We have special literature on the following lines of sheet metal building material we manufacture.

**BARN SHINGLES, METAL SHINGLES, AND SARNIA "ART KRAFT"  
HOUSE SHINGLES, SARNIA CORRUGATED SHEETS, V-CRIMPED ROOF-  
ING AND SIDING, LARGE AND SMALL BRICK SIDING, SKYLIGHTS,  
EAVESTROUGH, CONDUCTOR PIPE, CORNICES, VALLEYS, CUL-  
VERTS, METAL GARAGES, ETC.**

This literature is sent free on application and such other information as you may require.

## Sarnia Corrugated Sheets

*Large Stock, Quick Shipment and Prices Right. Write at once.*

Our factory, the newest and most modern of its kind in the Dominion of Canada, can make more Galvanized Corrugated Iron than all other factories in Canada combined. In making prices to our customers, we take this fact into consideration, and we wish an opportunity to quote you on a trial order.

The word Sarnia on sheet metal products is a guarantee of Quality, Service and Satisfaction. We have a proposition to make you money and a bigger business. Write to-day.

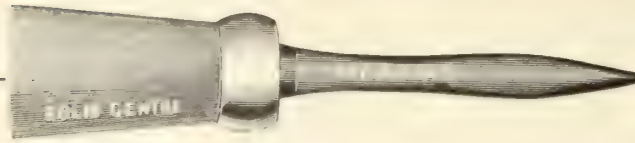
# The Sarnia Metal Products Co.

Limited

SARNIA

CANADA





# MEAKINS' BRUSHES

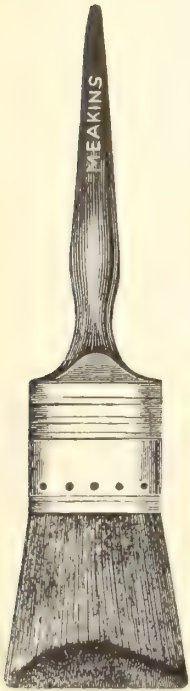
Possess that **quality** which  
beats combination and puts  
**more profits** on your books.

Over sixty years of **honest Paint**  
and **Varnish Brush** making has  
developed a reputation for **Meakins'**  
**Brushes** that constitutes a **valuable**  
**asset** for the dealer who sells them.

Made in all styles and for every  
purpose. Write to-day for 1915  
catalog and prices.

**Meakins & Sons, Limited**  
**Hamilton Ontario**

*Warehouses:* TORONTO, LONDON, WINNIPEG  
MEAKINS BRUSH CO., LIMITED, MONTREAL



# It has been Demonstrated

beyond any doubt that the merchant who **buys often** and **turns his stock over** four times in twelve months, and takes advantage of his **cash discounts**, makes the most money.

To do this, to secure the **greatest annual turnover** on the capital invested in stock, it is essential that **first class service** be received **from his jobber**.

Our method of handling **Mail Orders** enables us to give you that service. A trial order will convince you.

## KENNEDY HARDWARE Co.

LIMITED

51-53-55 Colborne St., Toronto



HEAD OFFICE  
18-22 CHURCH STREET  
TORONTO

BAG AND CANVAS FACTORY, TORONTO  
DOMINION WASTE FACTORY, TORONTO

BRANCH  
33 COMMON STREET  
MONTREAL

## SCYTHES & COMPANY LIMITED

MANUFACTURERS AND JOBBERS

MANUFACTURERS OF

JUTE AND COTTON BAGS, TENTS, TARPAULINS, FLAGS

COTTON AND WOOL WASTE AND WIPERS

### DUCK

Wide, Sail, Narrow  
Wide Ounce  
Watertite Cotton  
Waterproof Flax  
Standard Ounce  
Colored Ounce  
Woven and Painted  
Awning Stripe  
Drill and Grey Cottons  
Hessian

### CORDAGE

Manila, Sisal, Cotton, Italian,  
Russia and Jute Rope  
Sisal, Lathyrn, Hide and  
Banana Cord  
Tarred Marline, Etc.

### TWINES

Cotton Counter  
Cotton Hosiery  
Italian, Russia  
Hemp and Jute  
Parcelling and Sewing

### OILED CLOTHING

Pants, Jackets, Hats, Etc.  
Oiled Aprons  
Oiled Horse Covers  
Rubber Boots

### OAKUM, ETC.

Marine and Plumbers'  
Calking Cotton  
Candle Wick  
Jute and Hemp Packing  
Pine Pitch

### FISHERMEN'S SUPPLIES

Linen Gill Netting  
Cotton Gill Netting  
Cotton Netting for  
Pounds and Seines  
Gilling Twine  
Seine Twine  
Manila Net Rope  
Floats, Leads, Cutch

### SPECIALTIES

Sponges, Chamois  
Sponge Cloths

MR. HARDWARE DEALER:

It will pay you to get our prices on the Lines listed on this sheet, and we especially desire to have you buy your COTTON AND WOOL WASTE AND WIPERS selected from the following Brands:

### POLISHING WASTE

Cream

### WIPING WASTE

#### WHITE

XXX Extra  
X Grand  
X.L.C.R.  
X Empire  
X Press

#### COLORED

Fancy  
Lion  
Standard  
Popular  
Keen

### WOOL PACKING WASTE

Arrow  
Axle  
Anvil  
Anchor

### WASHED COTTON WIPERS

Select White  
Mixed Colored  
Dark Colored

SCYTHES & COMPANY, LIMITED

TORONTO and MONTREAL



## RAMSAY'S : READY : MIXED PAINTS

The right paint  
To paint right





Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

### MANTON BROS.

Factory : 105 Elizabeth St., Toronto

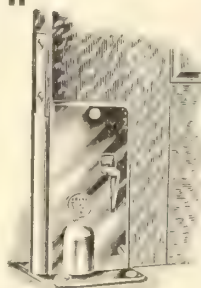
The largest manufacturers of this line in the  
Dominion. To dealers only.

# CHICAGO

## SPRING BUTTS

### DISTINCTION

The Chicago "Relax" Spring Hinge  
has distinctive features  
which impress your cus-  
tomers and create the  
demand.



The spring action re-  
lease allows the door to  
be placed open at any de-  
sired position and automatically re-  
engages when the door is closed.

Chicago Spring Butt Company.

CHICAGO

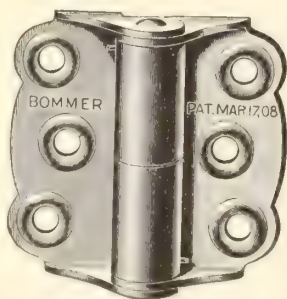


NEW YORK

Send for Catalogue S29

## BOMMER SCREEN DOOR HINGES ARE THE BEST

WROUGHT METAL



Style 900

Don't wait until the flies are here—put in your stock of screen  
door hinges now—handle the right sort—Bommer's are the  
best quality and finish, and sell on sight.

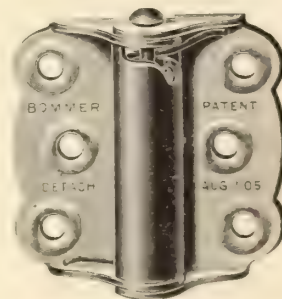
**Style 900.**—Has two bearing joints,  
no matter which end of hinge is upper-  
most, doubling the strength and dur-  
ability. The best and handsomest  
screen door hinge ever produced.

**Style 960.**—The door can be de-  
tached from the casing without un-  
screwing. Has enclosed oil-tempered  
steel coil-spring, is well made and will  
give good service.

Both styles also packed in sets with hook and eye and pull.

**Bommer Brothers, Mfrs., Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 446 St. Paul Street, Montreal



Style 960

## BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

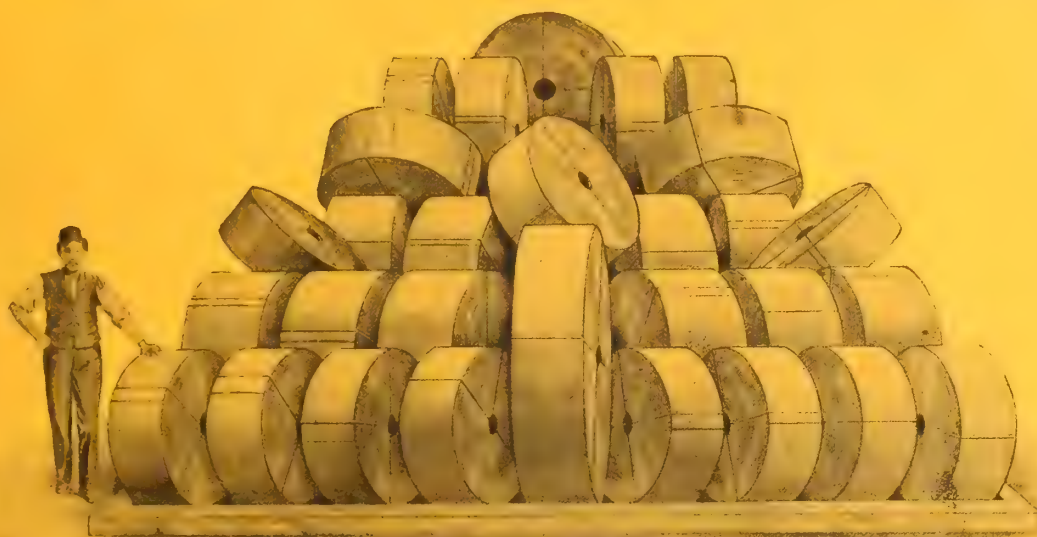
OWNED AND OPERATED BY NICHOLSON FILE CO.



28 "Service" Branches throughout  
Canada.

**Canadian Consolidated  
Rubber Co., Limited**

Montreal - P.Q.



RUBBER BELTING IS THE MOST SERVICEABLE, ADAPTABLE AND POPULAR METHOD OF TRANSMITTING POWER. IT IS NOT AFFECTED BY DAMPNESS NOR CHANGES IN TEMPERATURE. IT IS ALWAYS UNIFORM IN WIDTH, THICKNESS AND TENSILE STRENGTH. IT HAS THE BEST SURFACE FOR ADHESION TO THE PULLEYS, CONSEQUENTLY TRANSMITTING THE GREATER AMOUNT OF POWER. IT IS THE MOST ECONOMICAL TO USE.

## ENDLESS BELTS

are a specialty with us—although not by any means a simple belt to manufacture to suit the different conditions under which it is used, such as frequent shifting in high winds, and the wear and tear to be expected with unskilled workmen. We are giving the best of satisfaction to regular users and consider this the best recommendation we can have. The splices of these endless belts are thoroughly made and stitched.

WE MANUFACTURE BELTING FOR ALL PURPOSES.

Ask for Catalog "A." It gives full particulars.



**Canadian Consolidated  
Rubber Co., Limited**

Montreal - P.Q.

28 "Service" Branches throughout  
Canada.







28 "Service" Branches Throughout  
Canada

Canadian Consolidated  
Rubber Co., Limited  
Montreal - P.Q.



## PLUMBERS' RUBBER GOODS



### Canadian Bibb Washers

carried in stock in one grade for either hot or cold water use. Sold in box lots, 100 in a box, or sold in bulk.



### Conical Connections

Made in three Standard Sizes:  
Size 1 1/4 in., 1 1/4 in. I.D. small end 2 5-16 in., I.D. large end 3 9-16 in. long. Size 1 1/2 in., 1 1/2 in. I.D. small end 2 11-16 in. I.D. large end 3 3/4 in. long. Size 2 in., 2 in. I. D. small end 2 1/2 in., I.D. large end 3 7/8 in. long.



### Furnace Bulbs

White or slate, metal valve and tubing.  
No. 1, Double Neck Atomizer Bulb.  
Size 3 1/4 in. x 2 in.



### Tack Bumpers

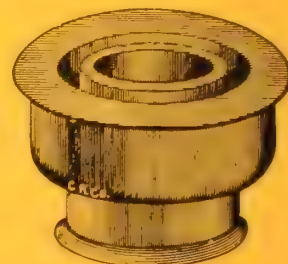
Made in three standard sizes and one grade.  
These are so constructed as to give the best wearing results possible.

No.	Size	High
1	5/8 in. dia.	3/4 in.
2	1/2 in. dia.	3/4 in.
3	3/4 in. dia.	7-32 in.



### Round or Square Flange

These can be furnished in any size required.



### Twyford Cup Connections

Made in three standard sizes: 1 1/4 in., 1 1/2 in., 2 in.



### Force Cups

The stock used in these cups has the right flexibility and is exceedingly tough.  
Made in one piece, including the neck, which forms the handle.

#### TWO SIZES.

No. 1, 4 in. diameter, 5 in. high.  
No. 2, 4 1/2 in. diameter, 5 1/2 in. high.



Canadian Consolidated  
Rubber Co., Limited  
Montreal - P.Q.

28 "Service" Branches Throughout  
Canada





28 "Service" Branches Throughout  
Canada

Canadian Consolidated  
Rubber Co., Limited

Montreal - P.Q.



## Water Hose

### PARA—

Made from a specially woven duck and best rubber stocks. None better.

### STAR—

Same as Para, excepting weight. Satisfaction assured.

### REGAL—

We recommend this as a strong, durable Hose. Will give excellent service.

### WESTERN—

Good stout hose that can be depended upon. Exceptionally good value for the price.

Write our nearest branch for further information.

Our range of Valves provides for practically every requirement in a pump valve, and we offer our services as experts to those who desire to select a valve for their particular requirements. When ordering mention if for oil or other liquid, cold, hot, clear or gritty water, the pressure and the maximum temperature, to enable us to supply the proper density of valve.

Ask for Catalog "C." It gives full particulars.



## Fruit Jar Rings

Made in three grades and all sizes. Packed 1 dozen Rings per Carton, or 1 gross Rings per Carton—2 dozen boxes of one dozen each per container.

"Dominion"	Black—Quarts and Pints
"Pearl"	White— " " "
"Diamond"	Red— " " "

These will fit the average-sized jars.



## Rubber Pump Valves for every use



Canadian Consolidated  
Rubber Co., Limited

Montreal - P.Q.

28 "Service" Branches Throughout  
Canada







28 "Service" Branches Throughout  
Canada

Canadian Consolidated  
Rubber Co., Limited  
Montreal - P.Q.



# Lawn Hose

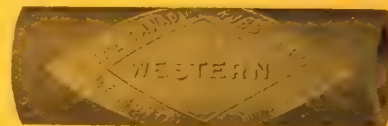
bearing any of our brands always meets a ready sale

$\frac{1}{2}$ -in.,  $\frac{3}{4}$ -in. and 1-in. sizes

Our brands and grades, suited to every purchaser, are as follows:



*Para*      *Star*  
*Service*



*Western*



*Armour-Clad*  
*Trade*



*Dominion*  
*Smooth Moulded*



*Canadian*  
*Corrugated Moulded*  
(in long lengths)



and Nos. 300,  
400, 500, 600  
and 700.

Each Brand has a reputation earned by years of successful service

*Write for prices and full particulars*



Canadian Consolidated  
Rubber Co., Limited  
Montreal - P.Q.

28 "Service" Branches Throughout  
Canada



# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT

WESTON WRIGLEY  
VICE-PRESIDENT AND  
MANAGER OF TRADE PAPERS

J. C. ARMER  
VICE-PRESIDENT AND  
MANAGER OF TECHNICAL  
PAPERS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited  
32 Colborne Street, Toronto  
(Next King Edward Hotel)

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

WM. J. BRYANS  
JAMES O'HAGAN  
EDITORS

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ADVERTISING MANAGER

R. C. HOWSON, 704 UNITY BLDG., MONTREAL  
C. G. BRANDT, CIRCULATION MANAGER, TORONTO

E. J. MACINTYRE, ROOM 1155, 122 SO. MICHIGAN AVE., CHICAGO  
CANADIAN ADVERTISING SERVICE CO., NEW YORK

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, APRIL, 1915

NUMBER FOUR

## Anticipating the Season.

We wonder how many readers have opened their spring advertising campaign on incubators, field and garden seeds, paints, field fencing, and many other lines on which the trade will soon be on with a rush. Do you realize the fact that many of your customers are already planning their spring purchases? Winter evenings are long and afford ample time for careful study. Are your advertisements being studied or the mail order house catalogues? We believe a great deal of business is lost to the retail merchant, not because he does not advertise, but because he starts his campaign too late. We have always been taught to believe "it's the early bird that gets the worm." Why not apply this to your advertising. Copy can be prepared with more care now than when the spring rush is on, and consequently be made more effective. Try this suggestion, not only with your direct-to-customer letters and catalogues, but in your newspaper work as well, and give the readers the benefit of your experience.

*A woman may not need to be reminded that she needs paint on her face, but it may be necessary to remind her that she needs paint on her house.*

## Value of Departmentizing a Business.

More and more stores are every year inaugurating a system of departmentizing their business. Even some comparatively small stores have been doing so, realizing the advantages, if at all possible, of making each department stand out separately in regard to sales, and, if possible, in regard to profits also.

The value of departmentizing a business is that the sales in each of the various departments are kept separate, and this, of course, gives a gauge of the progress that is being made. In case progress is found to be unsatisfactory, the cause can be investigated and remedied. If all the departments are conducted together, one may be falling behind, and yet there are no records to indicate just what line is lagging, and so, unless the dealer is in very close touch with all parts of his business, he is liable to allow the lagging department to

continue so. Without a system of departmentizing, he may think that a certain department is doing poorly, but there is nothing like ready records to convince a man of the fact and spur him on to take some action.

Departmentizing a business is valuable in the fact that it allows an inventory to be taken in the various departments at frequent intervals, and it is an inventory that shows up the true state of affairs. Knowing the sales in the different lines is a valuable thing, but knowledge of the exact profit being made must be admitted as a good deal better. There are certain departments that need to be checked frequently because they are liable to be non-profitable if not properly conducted. By checking the various departments up frequently, it can be ascertained if the line is paying a sufficient profit, and if it is not, a search can be made for the cause, and the department placed on a profit-paying basis.

*A neglected farm produces weeds and a neglected business becomes barren.*

## Importance of the Country Town.

The Right Honourable Arthur Balfour recently addressed a public meeting in England on the subject of the importance of the country town.

"I should say there is no element in the common life of our country which we could less afford to lose than the life of the country towns," was one of the trite things he said.

What he said about the importance of the country towns to the Mother Country might be said with equal force in regard to their importance to the life and well-being of Canada.

The daily newspapers in the metropolitan cities sometimes dilate upon the subject of "back to the farm." But upon the building up of our country towns they are silent.

Their silence can scarcely be born of ignorance. They probably realize the importance to the country of a chain of prosperous and healthy villages and towns in the midst of agricultural surroundings. If they think at all they cannot help realizing it. And that their publishers often have their thoughts turned toward the rural towns is evident from the zeal they display for



securing subscribers in them at rates below the cost of the white paper on which their publications are printed.

One, however, has only to turn to their advertising pages to discover the cause of their silence in regard to the building up of the country towns. The advertisements of the department and mail order houses therein to be found is the explanation.

One can scarcely dilate upon the importance of the country town to the life of Canada without emphasizing the importance of patronizing the merchants that do business in the town. With their columns crowded with the advertisements of the department stores this is something the daily newspapers cannot emphasize. At any rate, it is something which it would not be good policy for them to emphasize. In fact, with some of them in part owned by department stores, it is something they would not be permitted to do.

*Advertising is good for present trade and stimulating for that which is to come.*

#### Guard Against Fires.

The yearly loss through fires is enormous, and it is regrettable that in this regard Canada ranges exceedingly high. At this season, especially, when cold weather necessitates heavy fires for heating purposes, fires become altogether too numerous. There is no doubt that the proverbial "ounce of prevention" would do much to lessen the loss.

Merchants should take every possible precaution against fires. Only safe heating appliances should be used and they should be frequently inspected. Reliable persons only should have charge of the firing of furnaces or other heating apparatus.

Cleanliness is one of the greatest preventatives of fire. Cities that have carried on a cleaning-up campaign have found this to be true. Rubbish and waste paper should not be allowed to accumulate. Ashes should be placed in metal receptacles instead of wooden boxes or barrels, as is a common practice.

Clerks should be instructed to be careful of matches. One misused match may mean the destruction of thousands of dollars' worth of goods and property. Electric wiring is another thing that needs attention. We frequently hear of fires being caused by improper installation of electric lights. Flimsy decorations should be eliminated. Every precaution should be taken.

This may seem somewhat of a sermon, but it is all worthy of the attention of the dealer. It costs money to be burned out, whether insured or not, from loss of business.

*From conferences of employers and clerks spring a multitude of ideas.*

**Careful Checking Pays Clerk's Salary.** A retail firm in Medicine Hat, Alberta, stated to the writer not long ago that they make practically the wages of a man by carrying out a policy of carefully checking in the various departments of their business. Invoices that come in are compared with orders to see that prices charged are as agreed upon, while additions and extensions are examined as to correctness. Statements and other bills are examined as to the same particulars. Shipments and deliveries are checked off to ascertain if counts are right, while tab is also kept on freight and express charges.

The amount that they save in this way demonstrates the value of the practice. It is something that many dealers do not give sufficient attention to, and as a

result leaks occur from time to time that make a serious cut in profits that could easily be avoided by a competent system of checking. It is necessary for the safeguarding of profits that the dealer be certain that he is not paying more than he should, or paying for goods that he does not receive. Even though no mistakes are found, the very assurance that no such leaks exist, is of value to the dealer.

#### SHORT NOTES FROM THE EDITOR'S PEN

Push Made-in-Canada goods.

\* \* \*

Ten minutes of investigation may save ten months of dunning.

\* \* \*

War always makes people value peace. Even the price-cutting war does that.

\* \* \*

The man who is going to make his store absolutely necessary to the public is going to do it by service, not by price.

\* \* \*

The man who is against everything new, just because it is new, usually is found somewhere in the rear taking the other fellow's dust.

\* \* \*

Friendship in business is a fine thing, but the man who has no other claim on people for their trade than that of friendship is in a precarious position.

\* \* \*

Courtesy should know no favorites. Unless you can treat all customers with courtesy you cannot hope to achieve great success behind the counter.

\* \* \*

One stroke of a hammer upon the iron does not weld the part, but when followed by repeated strokes unites the severed ends and completes the whole. It is much the same with advertising.

\* \* \*

Advertising is a good hook to fish for business with, but fishing for trade is useless with a bare hook. The reason that a good many ads. don't attract trade is that they are not properly prepared. Bait your hook in a way that will appeal.

#### PAINT UP.

As I've often said before, you should toddle to the store, if your stand-off's not too faint, and invest in yellow paint; then embellish house and barn, till the neighbors say, "By darn! What a lovely, gorgeous hue! We must get to painting, too!" That's the way great movements start; some wise gent with hero heart sets the pace, and then the guys follow where his pathway lies. If with glad and joyous whoop you should paint your chicken coop, red or yellow, pink or grey, you will see the neighbor jay to the nearest drug store rush, there to buy some paint, a brush; and next day you'll see that chump putting green stripes on his pump, and he'll give a coat of blue to the fence and clothesline, too. In the spring Dame Nature tries to astonish human eyes, spreading on the colors thick; everything is span and spick; fields of green and skies of blue, everywhere a pleasing hue. And her sunlight often falls on our grey and dingy walls, and it makes her sick and faint, that we don't indulge in paint. Buy a gallon can right now! Paint the sidewalk and the cow, paint the house and paint the shed, paint things yellow, paint them red!—Walt Mason.



# Getting the Best Out of the Spring Clean-up Campaign

BY W. L. EDMONDS

**D**URING periods of dullness in trade it is always possible to coax a little more business to the store by special selling campaigns. And it is significant that the more merchants that join in such special selling campaign the greater is its accumulative effect. A cornet solo is interesting, but it takes a brass band to attract the crowd.

Just now many retailers in Canada are beginning to give their thought to the annual Spring clean-up campaign.

During each of the last few years this campaign has gathered in extent and momentum because dealers are realizing that it imparts stimulus to business.

## Co-operation Among Retailers

It is therefore to the interest of every dealer not only to do all he can in his own particular business to impress upon consumers in his locality the necessity for painting up and cleaning up during the early Spring, but to encourage his fellow business men to put forth their best efforts as well in the same direction.

The greater the co-operation the greater the psychological effect.

In spite of the general quietness which characterizes trade at this time, certain conditions obtain which are decidedly favorable to the success of this Spring clean-up campaign.

## Farmers in Position to Buy

On account of the unusually high prices which they are obtaining for all they produce the farmers of this country are, on the whole, in a more prosperous condition than ever before. It is quite true that in the West there are certain sections to which, owing to last year's drought, this remark does not apply. But the sections thus situated are only fractions of the whole. As a matter of fact, in the country as a whole the crops of 1914 yielded the farmers a value greater by \$86,000,000 than those of 1913.

Distributed among the four million people composing the rural population of Canada, this means an increase in the purchasing power of each of about \$21.50, as compared with the previous year.

## Help from Made-in-Canada Campaign

Another condition favorable to the Spring clean-up trade is the made-in-Canada campaign.

That the made-in-Canada idea is making an impression on the people of this country there can be no doubt. People everywhere are buying home-made in preference to foreign-made goods.

In urging their customers to clean-up and paint-up dealers have a double argument. The one is that to do so is the proper thing. The other is that by using Canadian-made paints and other articles of home manufacture they are helping to bring about better business conditions.

## Cultivate the Soil

But favorable conditions will no more bring business

to the retailer's store than will favorable climatic conditions alone bring good crops to the farmer.

There must be cultivation—a preparation of soil and the sowing of seed.

The better the preparation the better the results.

Many dealers have obtained splendid results by preparing ahead of time a list of prospective customers, and particularly those whose premises are in need of a coat or two of paint. Clerks and others have materially assisted in this by keeping their eyes open when abroad and taking a note of dwellings and buildings of various descriptions which should be painted. A card index is the best way of compiling such a list. It is more convenient and can be more readily corrected.

## Getting Customers Interested

To the persons on this list letters or printed literature should be sent. Paint cards, which can be obtained from the manufacturers, should be enclosed. The receipt of a paint card usually leads to a family conference, and a family conference leads to a discovery that paint, varnish, or enamel is needed somewhere inside or outside the home. But don't waste your paint cards, either through the mails or in the store. They cost money.

Circulars and letters should be backed up by newspaper advertising. It enhances their importance. And an advertisement often reaches the eye of a possible customer who would

not be reached in any other way. In fact, the potency of an advertisement cannot be measured. It exerts an influence even after it has been forgotten by the advertiser. For example, the other day a dealer in Toronto got an enquiry for an article that he had advertised eighteen years ago. On another page are printed sample ads., from which dealers may be able to gather some ideas for the coming clean-up and paint-up campaign.

## Co-operate With Local Painters.

The following is suggested copy for a paint ad. It appeared in an unrecognized paper a year or two ago:

### MAKE YOUR HOUSE GLAD.

Fill its hungry pores with life-preserving linseed oil and good pigments. And with such good paint, the colors well harmonized, and a good painter doing the work, you'll make glad the whole household, and neighborhood as well. Remember, "It's cheaper to paint than not to paint."

I sell.....Paint for \$.....per gallon—and it's worth the money; my conscience feels good with every sale.

Here are some painters that I recommend, both as to ability and reliability:

John Smith .....35 Push St.  
Frank Hustler .....31 Bright St.

Remember the Paint Place

JOHN WILLIAMS,  
234 East Ave.

Orders for the above painters may be left at my store.

**THE SUN** may shine on good and bad merchants alike, but it is only those who hustle that get much benefit from the Spring "Clean-up, Paint-up" trade.



It contains some good suggestions. To furnish the names of local painters is a rather unique suggestion, and suggests that possibly good results might be obtained from getting painters to co-operate. It is worth considering. Painters are not always favorable to the dealer. Such a scheme as this might break down the prejudices of at least some of them.

### Window Displays

The window display is the handmaid to advertising for the Spring clean-up or for any other, campaign for that matter. People don't have to put on spectacles to see a window display, as long as it is a good window display. A poor window display, like a homely woman, doesn't attract much attention. A good window is the result of thought and care. If articles are thrown into the window in a haphazard way the window may be filled, but passersby will never be filled with a desire to buy.

The window which attracts is the window which can be read at a glance. It is only the indolent who stop to look into a window that is a mass of confusion.

And don't allow even a good window display to stand too long without being changed, for all displays are not of interest to all people.

With paints, brushes, garden tools, etc., as goods in demand for the clean-up season there is no lack of material for making attractive window displays.

### Get Clerks Interested

In the preparation of both window displays and advertising copy fathom the minds of the clerks as well as your own for ideas. Many minds will produce more ideas than one.

And the time to prepare for the campaign is to-day. Don't put it off till to-morrow. To-morrow will bring its other duties.

### LIST OF SPRING AND SUMMER GOODS.

This list of hardware articles was published some time ago by The Hardware Reporter. It is so complete that it is again reproduced here:

Agricultural Wrenches.	Chair Seats.	Fencing.	Pig Forceps.
Animal Pokes.	Churns.	Fishing Tackle.	Pliers.
Automobile Supplies.	Cider Mills.	Floral Tools.	Plow Bolts.
Awning Hooks and Pulleys.	Clothes Bars and Dryers.	Fly Traps.	Plow Lines.
Axle Grease.	Clothes Baskets.	Freezers.	Polish.
Baby Carriages.	Clothes Lines and Pins.	Fruit Cans.	Post Mauls.
Baseball Goods.	Clothes Wringers.	Fruit Presses.	Poultry Netting.
Bee Smokers.	Collar Pads.	Gardening Tools.	Preserving Kettles.
Belly Bands.	Conductor Pipe.	Gasoline Cans.	Pruning Knives.
Bicycles and Sundries.	Corn Graders.	Gasoline Ovens.	Pruning Saws.
Bird Cages.	Corn Planters.	Gasoline Stoves.	Pruning Shears.
Boat Oars.	Cotter Pins.	Go-Carts.	Pump Chain.
Boys' Wagons.	Cow Bells.	Grain Cradles.	Pumps.
Bricklayers' Tools.	Cow Ties.	Grass Catchers.	Rakes.
Bridles.	Cream Separators.	Grass Shears.	Refrigerators.
Brushes.	Croquet.	Grindstones.	Road Scrapers.
Builders' Hardware.	Cultivators.	Halters.	Roller Skates.
Pull Rings.	Curry Combs.	Hame Straps.	Roofing.
Camp Furniture.	Curtain Pole Fixtures.	Hammock Ropes.	Rope.
Carbide.	Curtain Stretchers.	Hammocks.	Rubber Hose.
Carpet Beaters.	Dusters.	Hand Carts.	Saddles.
Carpet Stretchers.	Eavestrough.	Handles, Agricultural.	Scales.
Carpet Tacks.	Emery Wheels.	Harness.	Screen Door Fixtures.
Cattle Leaders and Prods.	Enameled Ware.	Harness Buckles and Hooks.	Screen Doors.
Casin.	Farm Bells.	Harness Oil.	Screen Wire.
	Feed Bags.	Harrow Teeth.	Scythes.
		Harvest Kegs.	Scythe Stones.
		Hay Carriers.	Sealing Wax.
		Hay Forks.	Seed Sowers.
		Haying Tools.	Seines.
		Hedge Knives and Shears.	Sewing Machines.
		Hoes.	Shearing Machines.
		Hoop Nets.	Sheep Shears.
		Horse Clippers.	Sidewalk Tools.
		Horse Collars.	Singletrees.
		Horse Muzzles.	Snaths.
		Hose.	Spades.
		Hose Supplies.	Spading Forks.
		Ice Chests.	Sprayers.
		Ice Cream Supplies.	Spring Balances.
		Ice Picks, etc.	Steel Ranges.
		Inner Tubes.	Step Ladders.
		Lace Leather.	Stock Tanks and Troughs.
		Ladders.	Swimming Jackets.
		Lawn Cleaners.	Tack Claws and Hammers.
		Lawn Mowers.	Tacks.
		Lawn Rollers.	Tents.
		Lawn Sprinklers.	Toilet Clippers.
		Lawn Swings.	Tool Racks.
		Lawn Tennis Goods.	Trace Chains.
		Lawn Tents.	Trammel Nets.
		Lemon Squeezers.	Tree Guards.
		Manure Forks.	Trot Line.
		Maslin Kettles.	Vacuum Cleaners.
		Mattocks.	Vegetable Slicers.
		Milk Coolers.	Velocipedes.
		Minnow Buckets.	Wagon Umbrellas.
		Mole Traps.	Wash Boilers.
		Mops.	Wash Boards.
		Neck Yokes.	Wash Tubs.
		Nets.	Washing Machines.
		Oil.	Water Coolers.
		Oilers.	Water Kegs.
		Open Links and Rings.	Water Wings.
		Paint.	Watering Pots.
		Paint Brushes.	Wheelbarrows.
		Paring Knives.	Whips.
		Pea Trellis.	Window Cleaners.
		Picks.	Window Screens.
		Picture Cord and Chain.	Wire Cloth.
			Wire Stretchers.



# "Clean-Up and Paint-Up" Campaign Successful in Many Towns Last Year

By K. R. Townsend  
of The Sherwin-Williams Co., Montreal

## PROCLAMATION FOR AMHERST CLEAN-UP

Mayor Avaré to Officially Call Upon Citizens and Manufacturers to Improve Appearance of Premises.

START ON MAY 11.

Together With Councillor Douglas He Interviews Daughters of the Empire and Promises Help of Town Council and All Will Be Done Before Dollar Day.

Mayor Avaré has promised

### Board of Trade Behind "Clean Up-Brighten Up" Campaign

To the Citizens of Amherst—  
A worthy campaign is being inaugurated by our Town Council for the purpose of cleaning up and beautifying our lots and also the streets of our town. This campaign is worthy not only from an artistic, but from a financial standpoint. Beauty today is of much better value in Amherst than it was a year ago, and we can give it a strong and wholesome impetus by each individual giving some of his time or money towards this commendable undertaking on the part of the Town Council. I therefore urgently request that every member of the Board of Trade will make his home the centre of an area from which to work, and use his best endeavor to help carry out this work.

J. N. SHEARER,  
Pres. Board of Trade.

### Hardwaremen Helping

The Hardwaremen, Messrs. The Bora Hardware, and J. E. Mosley, announce a special discount of ten per cent on all paints, oils, varnishes and garden tools, needed everything required in "Clean Up-Brighten Up" campaign. The offer is good for two weeks only, May 11th. to May 22nd.

### Proclamation.

Municipality of the Town of Maple Creek.

W. J. REDMOND, Mayor.

In pursuance of a request by the Health Commissioner of the Province of Saskatchewan and by the powers in me vested I, William John Redmond, hereby declare and promise in Friday, May 1st, 1914, to be a public holiday after the hour of Twelve noon for the purpose of a

### Cleaning Up Day

And call upon all stout citizens to close their places of business and remove all rubbish, garbage, and indomitable matter from their premises.

Sgo. W. J. REDMOND, Mayor.

D. PATERSON, Sec. Treas.  
Maple Creek, April 21st, 1914.

## CLEAN-UP DAY MADE MUCH CLEANER CITY

Citizens all Rolled Up Their Sleeves in Order to Make Their Surroundings Look Spick and Span

When the sun had risen on Saturday morning last it shone on a brighter, cleaner and healthier city in the case of North Battleford many a day. The

## CLEAN-UP WEEK HAD GOOD EFFECT

Noted Difference in Appearance of Haileybury Since Campaign Started

HAILEYBURY, May 8.—This week Haileybury has been hard at it, cleaning up, prying into all its corners and bringing to light and destruction unnecessary material tenants, merchants, landlords and others, have vied with one another who should have the cleanest and most presentable property with the result that the health aspect of the town has been considerably enhanced and hazard of fire reduced to a minimum. Many vacant lots

## CLEAN-UP DAY

A Great Success—The Mayor's Thanks

To the Editor of the Advertiser—  
Sir, I have the honor to express through your paper, my appreciation to the great work done by the citizens who so ably assisted in the "Clean Up Day" and the healthy manner in which the city was cleaned up. It is most gratifying to know that the effort to make clean and beautiful our city was so enthusiastically taken hold of by all classes of citizens, with the result that this day was truly a "good" holiday and in every respect a great success. I wish to thank especially the daymen who so kindly placed their teams at the city's disposal, those who assisted in the organization, the Red Deer Citizens' Band, and all who in any special way contributed to the Clean-Up Day programme.

Yours faithfully,  
S. N. CAISGALLEN

### THE PUBLIC HEALTH

CITIZENS ARE REQUESTED TO COMPLY WITH THE PUBLIC HEALTH ACT

### CLEAN UP! CLEAN UP!

Proclamation Issued for Half-Holiday

The Council have named Wednesday, April 22nd, as Clean-Up Day. I therefore declare a half-holiday from the hour of 12 o'clock noon for that purpose and would ask all citizens to do their best and take advantage of this opportunity and make Watrous a credit to its citizens.

E. MEADOWS,  
Mayor.

—Parkhill, April 29th, 1914.

## NOTICE

By and with the consent of the Council I hereby proclaim—

FRIDAY MAY 1

## CLEAN UP DAY

And ask the kindly co-operation of all ratepayers who have not already done so to have their yards and surroundings cleaned up by the evening of Friday May 1st.

J. E. HAMILTON,  
Mayor

## A CLEAN-UP DAY FOR RED DEER

A meeting of all governing bodies of the city, together with every citizen interested in the welfare of Red Deer, is called for Friday evening (to-night) April 24, in the City Hall, at eight o'clock p.m. to discuss the question of inaugurating a clean up day, and, if possible, or if it is thought advisable, to organize a Clean Improvement League. Among the associations asked to be present are the Young Men's Association, ministers of the city, and any and every citizen who has the welfare and beautifying of Red Deer at heart. The idea is to have a day set apart to clean up the city, to plant trees, to improve our parks, to beautify in every conceivable manner our already beautiful and attractive little city.

A GOODLY number of Canadian towns, cities and villages tackled the "Clean-Up" campaign in earnest, with unfailing energy and ambition, last spring. Everybody from the mayor to the boy scouts got busy, and as a result it will be a regular event each year in those places.

When the fine, warm days come along everybody should brighten up and meet nature halfway, by beautifying our homes and making our towns healthy and enjoyable places to live in. There is a reason for this campaign that appeals to all—it is profitable for everybody—or at least for everybody but the undertaker.

Sickness and disease shrink to a minimum in a clean city, where piles of garbage, dirty lanes, filthy yards and flies and festering dumps are eradicated. Fires are reduced fifty per cent., and drunks are ashamed to be seen on the street.

Pretty front yards, flower gardens, little parks, freshly painted homes, new fences, and any number of other desirable things thrive in towns where the citizens get busy and go in for a "Clean-Up and Paint-Up" campaign.

But to come back to last year—quite a bunch of you hardwaremen know all about the "Clean-Up" campaign—since it was largely due to your co-operation and effort that it was so great a success in many towns.

The procedure varied in different places—but I have summed it all up from my clippings from over 200 newspapers.

Somebody possessed of the "Clean-up" idea saw the mayor and the council, the editor of the newspaper, the health, police and fire officials, the ministers and the merchants. Committees were formed to supervise the various works to be carried out. A day or so later a proclamation, signed by the mayor, was published by the newspapers, or by circulars, or posted up in public buildings, etc.

### PROCLAMATION.

"Citizens—the town needs to be brightened up. It will be easily and quickly accomplished if everyone co-operates to make this Clean-Up Campaign a grand success. Please do your share.

"Clean up your backyards, your front yards, your cellars and attics. Get rid of all the old cloths, paper, straw and other combustible materials lying about, and help to prevent fire.

Clean away all the tin cans, bottles, scrap and debris lying around your property. Rake the leaves off the lawn and have all the rubbish ready when the carters call for it on Wednesday.

"Repair your sidewalks, fences and gates. Don't throw paper on the streets, remove the dandelions from your lawn and kill the weeds in your garden. Plant a

### Some Towns where the Spring cleaning campaign was carried on with good results last year.

Red Deer, Alta.	Maple Creek, Sask.
Shelbourne, N. S.	Parkhill, Ont.
Markham, Ont.	Acton, Ont.
Kingston, Ont.	Corona, Ont.
Simcoe, Ont.	North Battleford, Sask.
Yorkton, Sask.	Bassano, Alta.
Amherst, N. S.	Dartmouth, N. S.
Winnipeg, Man.	Whitby, Ont.
Huntsville, Ont.	Halifax, N. S.
Hastings, Ont.	Grandview, Alta.
Barrie, Ont.	Clinton, Ont.
Melville, Sask.	Thessalon, Ont.
Mildmay, Ont.	Brantford, Ont.
Chatsworth, Ont.	Calgary, Alta.
Vankleek Hill, Ont.	Mt. Forest, Ont.
Hamilton, Ont.	Tweed, Ont.
Hawkesbury, Ont.	Toronto, Ont.
Lindsay, Ont.	Chatham, Ont.
Sussex, N. B.	Wheatley, Ont.
Sydney, N. S.	Peterboro, Ont.
London, Ont.	Biggar, Sask.
Montreal, Que.	Haileybury, Ont.
Watrous, Ont.	



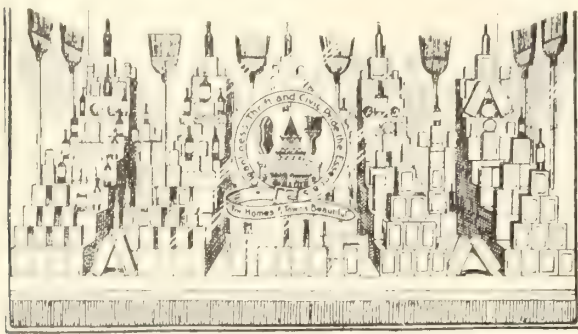
flower bed at the front of your house. Plant grass seed on your lawn and apply paint to fences, sheds, and buildings that look shabby. Paint beautifies the home—is your home beautiful? Paint is an investment, not an expense. Well-painted homes look best, sell easiest and last longest. Get new awnings if the old ones are torn or faded.

"Illuminate and paint your store front, it helps business, and improves the appearance of the street. Whitewash the stable and remove the ashes from the back-yard.

"Have the lawn mower sharpened and put in good shape—don't hesitate about getting a new hose or hoe or rake or hammer or saw if a few cents will help make your home prettier and our town more beautiful.

"Disinfect dark alleys with lime, put screens in your windows, and swat the fly."

The result of such a campaign rewarded all who took part in it. The womenfolk had pretty flower beds



Suggestion for spring housecleaning display.

and clean backyards—there were fewer flies to worry those inside the house—many housewives bought paints and brightened up their homes.

In one town every fence and shed was whitewashed or painted. Another had the slogan "at least the front" of every house should be painted. "Cleaners first, then carpenters and painters," was the slogan of a third town. Public buildings and main streets were washed by the fire department in another town. Trees were planted around the schoolhouses and public squares in another place; and the health statistics show wonderful improvement in many towns and cities.

The mayor of Red Deer, Alta., expressed a great truth that not only applies to paint, but other lines the hardware store sells, when he said, "It is only common sense to clean house in the spring, and if cleaning house is desirable, it should apply to the entire town. This spirit of cleaning up doesn't stop there—in nearly every case it means the use of paint, and as a result a great deal more is sold over your counter than would be otherwise."

## Windows Sell Housecleaning Supplies

*Window is a big help in the sale of housecleaning supplies  
—Should be made full use of—Suggestion of a  
window that will attract attention*

THE window should be made full use of during the housecleaning season to feature the full range of articles that will lessen the annual work of the housewife. The window display not only suggests goods to regular customers, but also to many people who pass the store, and with the rising temperature there will now be more people on the street, and they will be more inclined to stop and view a good display

than a short time ago, when the temperature was far from favorable for window gazing.

### Suggestion for an Unusual Window

A well arranged window display of housecleaning goods is reproduced here. If you desire something unusual, why not try a display in which "Old Man Dirt" is shown on the run on account of the dawn of the "sun of cleanliness"? The display is not difficult to arrange. The sun is represented by a tub, which can be either wood, fibre or galvanized. The bottom should be turned forward, and can be painted yellow, with an inscription "The sun of cleanliness." The rays of the sun can be represented by twisted strands of colored paper extending from the outer rim of the tub.

### Making a Figure of "Old Man Dirt."

The figure of "Old Man Dirt" trying to evade the light of cleanliness should not be given too much care in preparation, as the more unkempt and slovenly he appears the better the effect. Get an old-suit of clothes, stuff it with cotton, shavings or straw, put an old pair of discarded shoes at the end of the trousers, fill a pair of canvas gloves with sawdust and fasten to the sleeve ends. For a head, use a mask, have suitable whiskers on him, and an old hat. Shove a strand or two of heavy wire through his legs and arms, and bind them to desired position. Various lines of housecleaning supplies can be shown about the window.

Other displays will suggest themselves to the dealer, this line of goods adapting itself to many very interesting and unusual displays.

The wise dealer does not wait for the housewife to suggest the goods she will need for housecleaning. He suggests them to her through window displays and other means.

## Passing Thoughts on Spring Business

By W. L. E.

*The "Clean-up" season is approaching when retailers who prepare for it can "clean-up" a great deal of business.*

*Spring comes; but business only comes to those who go after it.*

*While "Winter is lingering in the lap of Spring" the time is opportune for the retailer to get busy on the compilation of a list of customers who may be interested in cleaning-up materials.*

*The rural mail delivery system is waiting to help business men who are ready to help themselves in supplying the farmer and his wife with their necessary Spring cleaning material.*

*As the farmers "cleaned up" a great deal of money last year they should be in a good position to buy cleaning-up materials this Spring.*

*The more the retailer advertises his Spring cleaning-up goods the more will his customers become impressed with the necessity of buying them.*

*The more the clerks are stimulated the more numerous will be the ideas that will be developed for the Spring clean-up campaign.*



# To Boost Hardware Association Membership in 1915

*Plans to make O. R. H. & S. D. A. a strength to the trade—Next year's convention to be a record breaker.*

**A** STRONG effort will be made during this year to double at least the membership of the Ontario Retail Hardware Association. Such in brief is the result of a meeting of the executive of that body, held in the Queen's Hotel, Toronto, on Easter Monday, April 5.

The gathering was a very enthusiastic one, and with the exception of E. A. Whitten, Bracebridge, who sent regrets, was attended by every member of the executive. President Conn was in the chair, and with him were the new secretary, W. F. Macpherson, and honorary secretary Weston Wrigley. Others present were: W. J. Carter, Picton; James McGregor, Oakville; John Caslor, Toronto; H. Occomore, Guelph; E. J. Creeper, Owen Sound; D. A. MacNab, Orillia; A. Wideman, Markham; W. W. Bennett, Gananoque, and A. J. Wright, Hamilton.

The minutes of the annual convention, held at the King Edward Hotel, Toronto, on Feb. 24 and 25, were read by Secretary Macpherson, and approved by the meeting; and the past-secretary's report was presented by Weston Wrigley.

## Past-Secretary's Report

Mr. Wrigley stated that two circular letters had been sent to the trade in Ontario during March—one to members and one to non-members, the latter soliciting membership in the association. To the members had also been sent a bundle of 25 collection letters and envelopes, some sample stove lien notes, and some plumbing estimate forms. The retiring secretary thanked every member of the executive for his co-operation and assistance during his nine years as secretary, and assured them of his appreciation of the honor paid him in making him honorary secretary and giving him

a life membership in the association. He promised his assistance to the new president and secretary.

President Conn reported having solicited through correspondence membership in the association of hardware dealers in London, it being thought that that city might be a possibility for next year's convention.

Secretary Macpherson read a number of communications received on association and trade matters since the annual convention. These were ordered received, many members expressing approval of the enthusiastic way the recent convention meetings had been conducted.

The important discussion of the meeting was on methods whereby the association membership could be increased. Secretary Macpherson presented a scheme to increase the interest of the members during the year, apart from their attendance at the annual conventions. His plan, which, on motion, was approved and referred to the president and secretary to get into shape and send out, is to compile and send out to members of the association standard and uniform price list sets, giving at a glance sizes, costs, discounts, etc., of the various articles or lines of articles sold in hardware stores. Mr. Macpherson had half a dozen sample sheets of bolt and screw prices to illustrate his plan. These lists the secretary intends to send out from time to time as additions are made, two sets being sent each member, with a binder for keeping them clean and in good shape. The plan appeared to be an excellent one and was very favorably commented on by those present.

## Competition for Membership

A second important move was the confirming of A. J. Wright's plan for increasing the membership in the association through competition. Prizes will be given the traveler bringing in the largest number of new



Reg. F. Scott, Guelph, Captain for Western Ontario.



A. J. Wright, Hamilton, father of the contest and Captain for Niagara Peninsula.

Three of the District Captains who will compete for new members in the association contest.

Fred. Ellis, Toronto, Captain for Toronto City, York, Peel and Ontario Counties.



members during the year, and a banner trophy awarded to the district team bringing in the largest membership. After some few added suggestions the following competition rules were laid down:

#### RULES FOR MEMBERSHIP COMPETITION

Competition will open April 15th and close Jan. 15, 1916.

(1) Captains to select teams from following districts: (a) Central—Niagara Peninsula; captain, A. J. Wright, Hamilton; (b) Eastern—all Ontario east of Toronto; captain, A. Hawkins, Smiths Falls; (c) Northern—Toronto to Barrie, including Toronto city, York, Peel and Ontario counties; captain, Fred Ellis, A. Welch & Son, Toronto; (d) Western—all Ontario west of Brantford; captain, Reg. F. Scott, Guelph; (e) New Ontario—New Ontario, north of Barrie; captain, E. A. Whitten, Bracebridge.

(2) Applicants for membership may be received from any eligible firm or person, by members of any team, regardless of territory in which the applicant resides.

(3) The secretary shall furnish different colored application forms to captain of each team, and shall credit application to the proper team, whether sent in direct or through a member of the team.

(4) The secretary shall not be a member of any team, and applications received by him, through the service to members plan, shall not be counted by any team, unless made on the colored forms furnished to each team.

(5) Scores to be counted by points, as follows: Member, \$3 fee, 30 points; clerk, \$1 fee, 10 points; traveler, \$1 fee, 10 points.

(6) No score to be counted until fee is in the hands of secretary.

(7) The secretary shall furnish to all teams full details of service plan to members and all other assistance in his power.

(8) Captains shall furnish secretary with names of members of their teams, and may add to same from time to time, either from new or old members. The number of men to each team is not limited.

(9) The secretary shall, at stated periods, advise the members of the teams with the respective standing of the teams as an incentive to renewed vigor.

(10) The procuring of a suitable banner or trophy for the winning team shall be left to the advisory committee.

(11) All disputes or complaints shall be referred to the advisory committee, and their decision or action will be final.

(12) An appropriation of \$125, being \$25 to each team, will be allowed for expenses, and accounts for expenses shall be rendered to the secretary by the captain of each team, when voucher will be issued by the secretary up to the amount of the appropriation.

(13) The executive or advisory committee may, in addition to this competition, arrange for a travelers' competition should they deem advisable.

#### Next Year's Convention not Decided

On motion it was decided to allow membership applications received after April 1 last cover the period until the end of December, 1916.

The place of holding next year's convention being broached, it was decided to allow the matter to stand, owing to the present conditions due to the war, until later in the year when the executive meets again.

#### ASSOCIATION FINANCES IN GOOD SHAPE

The financial affairs of the O.R.H. & S.D.A. are in splendid shape, as the report below shows. This statement, presented at the meeting of the executive, was favorably commented upon.

##### SECRETARY'S REPORT

###### Receipts

Membership fees, Jan. 1 to Mar. 18...\$337.00

###### Disbursements

Paid to treasurer .....\$337.00

###### Treasurer's Report

Cash balance, Dec. 31, 1914 .....\$917.27

Received from secretary ..... 337.00

Total ..... \$1,254.27

###### Expenditures

Convention expense ..... \$57.75

Job printing ..... 84.25

Honorarium to treasurer ..... 75.00

Secretary's salary ..... 25.00

Office expenses ..... 30.57

Total ..... \$272.57

##### Standing of Association

Cash on hand, March 18, 1915 .....\$981.70

Saleable stock on hand ..... 20.00

Office equipment ..... 40.00

Total ..... \$1,041.70

###### Liabilities

None.

GEO. MATHEWSON,

J. W. PEACOCK,

Toronto, March 18, 1915.

Auditors.

#### WORTH MORE THAN MEMBERSHIP FEE

The collection form letters which are supplied to the members of the Ontario Hardware Association, and which are used by a number of those members, are proving themselves of great value. Hon. Secretary Wrigley recently forwarded to W. I. Wagg, of Providence Bay, \$13.95 on an account which was almost outlawed. This one payment in itself would supply the cost of membership in the association for over four years, and there are many such. This is only one feature of the association that makes it a valuable and paying proposition for hardware dealers to join. That the letters carry weight is amply proven by the fact that the accounts are settled and settled mostly through the association officers rather than through the dealers to whom the accounts are due.

The following couple of letters bear testimony to the worth of these collection form letters:

Fowler & Winsor, Sudbury, writing under date of March 19 last, to Weston Wrigley, to whom the form letters are addressed, say: "We acknowledge with thanks receipt of your favor of the 17th inst. enclosing letter from one of our delinquents. We might say that these are two delinquents that we had lost track of entirely."

A. & H. Wideman, Markham, write under date of March 12 to Secretary Wrigley: "We have yours of the 10th with money order from one of our delinquents enclosed. Thanks. We might say that we have had exceptionally good results from using the O.R.H. & S.D. Assn. forms, and they are more than worth the small membership fee paid the association yearly. The demand for payment looks as if it came from the whole retail hardware trade of Ontario, and few ignore it.



# Hints For Promoting Sale of Housecleaning Goods

*Short hints and suggestions that will help the dealer to get his full share of the trade that is passing in housecleaning goods.*

**I**N most homes to-day the housewife is patiently waiting and planning for the day when she will be able to throw open the windows and, armed with broom and scrub brush, start in on the annual campaign against those dread enemies of every housewife—dust and dirt. There is going to be considerable business in housecleaning supplies for someone, and it stands to reason that the dealer who makes the strongest bid for this trade is going to be blessed with the larger share of business. I propose to give some short hints and suggestions on how to go after this trade.

## Drive Home Value of Sweeping Powder

There are still a good many women who do not use sweeping powder. At housecleaning time, when there is a good deal of sweeping and when housewives are unearthing dust in their homes that they never dreamed of, is an excellent time to drive home the value of sweeping powder in allaying dust.

Why not show a piece of carpet, one half swept with sweeping powder and the other half not. The contrast will demonstrate its value in sweeping and assist in making sales. Point out that the sweeping powder has an additional value as a germ-killer.

## The Contrast Idea Will Sell Polishes

The contrast idea can be used to good advantage in driving home the value of many other lines. For instance, for stove polish have two stove lids, one all brightened up by the use of the polish you sell, and the other dull and unattractive. The contrast will appeal to customers and make sales.

A number of lines might be shown in a window display of this character, demonstrating the value of stove polish, boot polish, furniture polish, metal polish, and sweeping powder. Why not use space in your ad. exhorting the public to see the cleaning demonstration in your window?

## Make Brooms a Big Feature

Nearly every housewife wants a new broom for the housecleaning season, so suggest them to her frequently and in different ways. The very sight of a broom while in your store will frequently suggest the purchase of one to her. If you have a broom rack, keep it in a prominent position in your store for the next month. If you are putting in a window display, the background can be made of brooms.

## Ideas Used by Other Dealers

One dealer built a little house of various brushes in the centre of his window during the housecleaning season. The end facing the street was covered with red tissue paper.

The housecleaning season is a good time to sell door mats. When the housewife has got everything spic-and-span she does not want people coming into the house with muddy boots. A show card pointing this out and placed on a display of mats will have the desired result. A Bowmanville, Ont., dealer makes a feature of door mats during the spring, and finds it possible to sell a good many.

"A broom and a brush and a piece of soap" was

the heading on a housecleaning advertisement of a dealer of Kamloops, B. C. The introduction read: "The arduous task of spring cleaning is brought down to a pleasant change of employment, providing the best utensils are brought to bear on the ever-collecting dust. We have all the articles you need." A number of lines were listed with prices.

In your advertisement, why not select one article and point out its various uses in considerable detail. No doubt many customers will be surprised at its many uses. For instance, "Lye softens water, disinfects sinks and closets, cleans milk cans, and is a splendid aid in washing dishes. It kills roaches and is death to vermin of all kinds. It helps in cleaning cuspidors, bathtubs, cellar drains, and is a strong preventative of disease." The label on the package generally tells the varied uses of the article.

Most of the cleansers, ammonias, etc., have a considerable value as germ killers and this additional argument for their use can be used to good advantage in making sales. Every woman is interested in the health of her family, so that this value is one that will appeal to her.

## WESTERN TRADE NOTES.

C. Rasmussen and Chas. Curtis intend establishing a broom factory at Edmonton.

A province-wide campaign on the part of the Alberta branch of the R.M.A. was made recently.

Malcolm Isbister, a prominent hardware dealer of Saskatoon, was unanimously elected for the eighth consecutive time as president of the Saskatoon Board of Trade.

W. A. Templeton, hardware dealer, was elected second vice-president of the Winnipeg Retail Merchants' Association at their recent annual meeting.

Fire destroyed F. S. Collacott's hardware store at Yorkton, Sask., causing loss of \$50,000, largely covered by insurance.

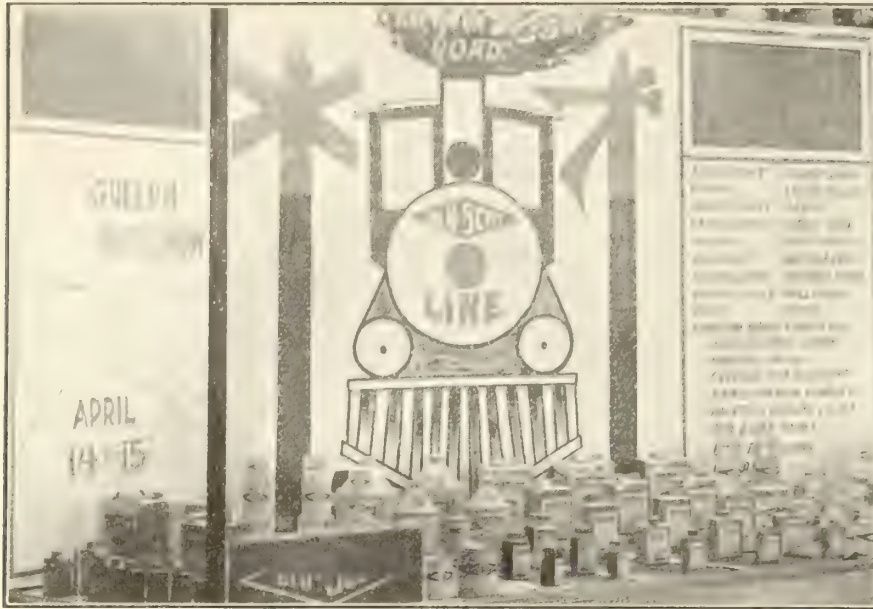
## CANADIAN BUSINESS PATRIOTISM

We believe in our country. We have faith that Canada will continue to be one of the most prosperous nations in the world. Although panicky people pinch tight the mighty dollar, fearing disaster for this country on account of the European war, our crops are the most bountiful in years. These crops must be harvested. The mills will grind the wheat and corn; the railroads will transport the flour and meal; starving nations will find some way of getting these, and the wealth received in return will be spent at home.

As a small percentage of our country's products are all that are exported, we are likely to suffer a great deal more from the abnormal tightening up of the purse strings of our merchants, our manufacturers, and our consumers, than from loss of European business.

We believe that now is the time for patriotism in its broadest sense—that is, to take advantage of present conditions by pushing ahead. Let us all work together in a natural, normal, and sensible way.—From Simonds Canada Saw Co. Bulletin.





## Linking Up the Paint Department With Clean-Up Campaign

"Paint Up" window put in last spring in Reg. F. Scott's "Blue Hardware" at Guelph. It was a double-barreled display, as it also served to attract attention to the Guelph Horse Show. The display was a novel and striking one.

**O**PPORTUNITY knocks at the door of every hardware dealer in those centres where the Spring "clean-up" campaign is taking hold. And it may be made to knock twice if some effort is made to push paints during the period of Spring cleaning. The campaign should be made to act as a two-barreled gun—selling the hardware articles that clean up the home and surroundings with one barrel, and finishing up the job by shooting home the "paint-up" idea to keep clean the home with the other.

And how can this be brought about? Simply by using the same arguments that have so successfully launched and carried on the clean-up campaign. A year ago a hardware dealer in one of the smaller Ontario towns, who was taken with the idea of inaugurating a "clean-up" campaign, was somewhat puzzled as to how he was to interest his other townsmen in cleaning up the town. His wife solved his difficulty by mentioning the matter at a meeting of the Local Council of Women, of which she was a member. The women of the town got busy and interviewed the mayor. The hardware dealer got busy and saw the local newspaper editor. Everybody in town got the habit, and the things that were bought surprised even the hardware dealer himself.

But the climax was capped when, as a result of the campaign, his paint stock was called upon. One of the dealer's neighbors started the painting, and acting upon the suggestion the dealer painted his own store front, and then his delivery wagon. His sales of paint last year broke all previous records—just about three times what they were the previous year. The dealer's town is among the list of those places published on another page as having conducted a clean-up campaign last spring.

Remarkable successes in selling paints and varnishes have been registered by hardware men who pushed this line during the spring clean-up. There are communities where one hardware dealer has practically obtained a monopoly on paint sales. Why? Simply by making his store the store through and through for the paint man.

The Spring clean-up season should give the opportunity to many a hardware dealer to make his paint department sell more paint. Care should be used in selecting the paint stock. Arrange the paint department in such a way as to display the goods and the

advertising matter to the very best advantage. Much of the success of the department depends on having the goods well displayed and a clerk in charge who thoroughly understands the business and can tell consumers how to use the different products sold. Doing this, the hardware dealer is in a position to link up with the "clean-up" campaign and not only get the business passing by, but stir up new and better business among the citizens of his own community.

When going in for a "clean-up and paint-up" campaign, feature the things that will help the painter if you want him to co-operate with you, and to remember you the balance of the year. A campaign of this character requires publicity, and it is well to use some space at regular intervals in your local paper. Also follow up this advertising with more direct appeals to a complete mailing list of paint prospects, which you can readily compile.

Talk "paint-up" in the window displays. Goods well displayed are half sold and the dealer's shelves and windows are of great value in advertising. Doing this, paint will be kept before the public all the time. Let the public know you are a worker in the clean-up campaign. Advertise that fact. In the newspaper and through posters and streamers ask them to join in the "clean-up" campaign, and after the "clean-up" get them interested in the "paint-up" proposition.

### PAINT TRADE IN BRITISH COLUMBIA.

According to reports sent by the U.S. Consul at Vancouver to his superiors at Washington, this is an opportune time for manufacturers to interest themselves in British Columbia trade. In speaking of wall paper, the consul says: The market for the better grade of wall paper will now be supplied by Canada and the United States. It is estimated that 25 per cent. of the wall paper has heretofore come from the United States and a like quantity from European countries, the remaining 50 per cent. having been produced in Canada.

In reference to brushes, acids, dyes, potash, synthetic chemicals, etc., there is an opportunity to divert trade. Ochre is purchased mostly from France, lithopone from Belgium, lead and zinc from England, gold, aluminum and bronze powders and bronze leaf are imported from Germany, and it would seem that here would be an opportunity to increase the outlet for these goods.



## Card Indexing Paint Prospects

ONE of the most important features about any business is the lining up of prospective customers. It applies with striking force to the hardware business and probably with double force to the paint end of the business, for in that department the dealer cannot entirely rely on customers coming into the store to make up a complete list of paint prospects. He must get into touch on the outside with those whom he expects to become purchasers.

The Bernier Hardware Co., of Montreal, have made of their paint department a prominent all-the-year-round section of their store. To them any and every property owner is a prospect, and with this as a starter for a prospect list the company built up a card index system.

On learning of any property upon which buildings are erected being purchased a memo. of the fact is made on a card in the index system kept for the purpose. Thus almost every property owner becomes a prospect. Besides, there are all the regular customers coming into the store. Early every year inquiries are made as to whether these regular customers are likely to do any painting in the Spring, and if so notes are made on cards in the index.

From time to time window displays of paints, varnishes, brushes, and all paint accessories arouse attention and interest—another point from which information may be gained, which afterwards serves of great benefit. And thus, little by little, a list of good workable prospects is compiled.

When the spring season for painting comes, then is the time when the value of such a list begins to be recognized. To each name on the list a letter is sent—in cases of best prospects a personal letter from the president—reminding them of the value of paint, that their property would stand the better with a coat of paint, and the fact that he not only sells paint, but will be at their service at all times to give them a helping hand in any matters concerning paints. This is followed up, when thought advisable, by a personal call from some member of the firm, and thus is brought to bear the influence of some officer's personality.

### Getting the Customer to Paint Again

A mighty good suggestion in this regard also comes from one of the smaller towns of the country. A firm of hardware dealers use a small book, in which they keep track of sales of paint to their various customers. They have been using this or a similar book for ten years now and say they have found it of great assistance in following up prospects and for reference generally.

The book is simply arranged, with separate blank lines for date, name, street and number, and a space for remarks. Under remarks are noted any peculiar condition surrounding the job—weather, painter, and anything that might be of future use.

A space is also kept for the record of total purchases in gallons of paint and the amount of business for each year, and the list of paint customers, building contractors, and architects.

"There is hardly a day that these records do not come into use," said one of the firm recently. "They are perhaps crude and not so elaborate as might be

kept, but for the busy dealer the record must be simple, or it is not kept at all. With such a record it needs only a glance to tell if we are selling as many jobs to date as the year previous, and easy to look up for a customer what he used the last time, or refer a prospective customer to houses in his neighborhood painted with our paints, and we are always proud to do this."

Almost invariably it has turned out that in looking up the numbers that a customer used before, it has been found that he painted six to nine years previous, while he usually thinks it has been three or four, and it has also been found that a large percentage of sales is to house-owners who have used our paints before and are well satisfied.

This scheme is very similar to the one employed by "The Blue Store," of Worcester, Mass. Mr. Ballou, of that concern, substituted a card file for the book, but the captions are quite similar. Mr. Ballou tells a story of one customer who telephoned him asking for the names of the colors that had been used when he had his house painted three years before and the amounts of each color that had been used. Mr. Ballou referred to his card file and gave the inquirer the information so quickly that it nearly took him off his feet. It created a favorable impression though, and a repeat order was secured.

### How to Follow Up at Right Time

Whether a notebook or a card index file is used, the plan is a good one. If the latter, here is a suggestion for the arrangement of each card. As will be seen from the illustration, various items are entered, such as the amount of paint purchased, the colors used, the number of square feet of surface to be covered, date of painting, total amount of bill, and the name of the painter. Also

COLOR	QUANTITY
353	1 gale
497	2 gals
367	3 gals
484	1 1/2 gals
TOTAL QUANTITY	14 1/2 gals

DATE PURCHASED *April 31st 1922*

SQ. FT. SURFACE *Body 3400 Roof 900*

DATE OF PAINTING *May 2: 3-6-7*

PAINTER *Martin Clark*

REMARKS *also bought kopal varnish for doors and porch ceiling, was not for floors*

AMOUNT OF BILL *\$23.20*

Card index which contains information about paint sales to help interest customers in future.

might be added in the "remarks" column the kind of weather that prevailed when the painting was done, as the weather conditions have much to do with the life of the paint.

This card is then filed alphabetically under the owner's name. It forms a record that will be of much value for future reference. Many dealers supplement this record by obtaining a photograph of the house after it is painted. Such photographs—they need only be snapshots taken by the clerk—if mounted in a book or in a frame, make the best kind of evidence to present to prospective customers.

As an upshot of the Alberta rural development conference held at Olds recently, it was decided to raise a \$100,000 fund with which to start a big immigration campaign for farmers in the United States.



### SYSTEMATIZING THE PAINT STOCK

The average retailer can largely improve his service and conserve the time of his employees by systematizing his stock.

First, he should consider those articles in most frequent demand, such as linseed oil, turpentine, gasoline, various grades of varnishes and japans, floor oils, furniture polish, etc., and have packages of these well up to the front of the store.

Brushes is another item which is generally improperly displayed. The ordinary sellers should be sampled, and the samples of various sizes hung on a wall in prominent position. Customers can then see the stock, pick out for themselves what they want, and their orders filled from boxes arranged under the counter. The reserve stock should be kept in the basement or other damp place, and only enough for a short time be kept under the counter. In this way everybody's time is conserved, the maximum amount of brushes sold, and the whole stock kept in perfect condition. Result, less complaints as to brushes drying out, shedding bristles, etc.

The smaller kegs of white lead should be kept well up front, so that they may be handed out quickly instead of making the salesman run away into the back end of the store, as is usually the case.

The mixed paint and varnish stock should, of course, be prominently displayed, the cans systematically arranged according to number, and the old stock placed in front of the new when the racks are refilled. This keeps both contents and labels fresh, and avoids loss by hardening in the cans, as is often the case when old stock is allowed to accumulate.

So far as possible all labels should be uniform in color and design on both mixed goods and sundries. This is attractive from the display standpoint, and has advertising value as well.

The glass room should have special attention, a complete stock of all sizes be kept, broken pieces cut to nearest stock size, and all scraps thrown into a convenient barrel. Often these scraps have value and may be sold to beekeepers or greenhouses. Only men properly qualified should be allowed to cut or handle glass. The best glass boards, rules and circle cutters are a big paying investment. At the right season advertisements should be run on this profitable line and window displays made. After a hail or other destructive storm glass should be featured.

Common bulk dry colors should be kept in bins in the rear, and the less frequent sellers kept in japanned tin boxes, all clearly marked.

These matters may all seem too obvious to require discussion, and yet strange to say they receive little or no attention and consideration from the majority of retail hardware and paint dealers, who seem to think that paint products are exempt from the laws of scientific merchandising. A paint store should, if anything, be more carefully kept than other stores, because the goods are more easily wasted, and more unsightly if

carelessly kept. Paint stores should always be attractively and freshly painted and varnished, so as to suggest the use of goods offered for sale.

### OPENING TORONTO PAINT WAREHOUSE.

A. Ramsay & Son Co., of Montreal, have opened up a branch warehouse for Ontario at 48 Colborne Street, Toronto, where they are carrying a complete stock of their paints, varnishes and supplies. This warehouse is being fitted up in an up-to-date manner, and is in charge of H. J. McAdie, a Canadian, who has represent-



H. J. MCADIE  
Manager of A. Ramsay & Son Co.'s  
Toronto warehouse.

ed A. Ramsay & Son Co. in Central Ontario for the past three years. Mr. McAdie has had an experience in the paint field covering a period of seventeen years, during which time he traveled extensively in the United States and England, as well as throughout Canada.

### TERMS USED IN PAINT SPECIFICATIONS.

**Tint**—A color produced by the admixture of a commercial coloring material, excepting white, with a white pigment or paint, the white predominating.

**Tone**—The color which principally modifies a hue, or a white, or a black.

**Drying**—The solidification of a liquid film, independent of change in temperature.

**Drier**—A material containing metallic compounds added to paints for the purpose of accelerating drying.

**Specific Gravity**—The relative of a unit volume of a substance compared with the weight of the unit volume of water at defined temperatures.

**Density**—This is a purely scientific term. Its use should be avoided in specifications.

**Water**—Dissolved water, or water not definitely or chemically combined.

**Dry**—Containing no uncombined water.

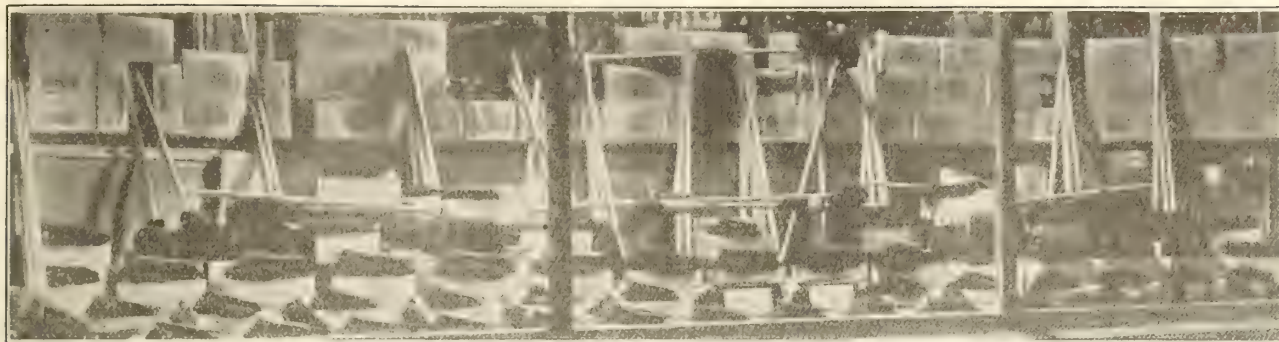
### OPPORTUNITY.

They do me wrong who say I come no more  
When once I knock and fail to find you in,  
For every day I stand beside your door  
And bid you wake, and rise to fight and win.

By pushing the "Clean-Up and Paint-Up" campaign in your town, you are not only helping a good work in your community, but are creating a larger demand for the articles and materials on your shelves.

Be the first in your town to start the idea—you will find every public-spirited citizen interested in it, and any small expenditure you make will be repaid many times in increased business.





WINDOW DISPLAY OF SANITARY MOPS, BRUSHES AND DUSTERS MADE BY A LARGE EASTERN DEPARTMENT STORE, AND WHICH SOLD MANY OF THESE ARTICLES.

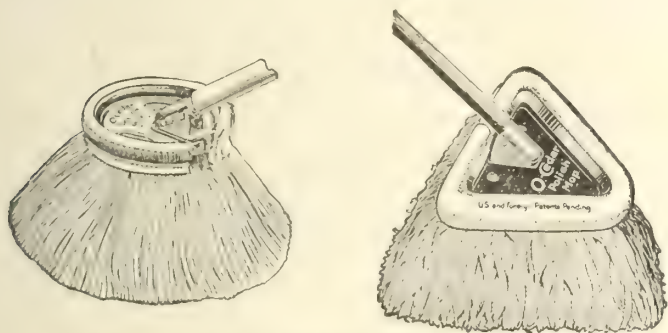
## Making Clean-up Campaign Sell Housecleaning Goods

**M**OPS, brushes, dusters, brooms and vacuum cleaners should prove to be wantable goods during the spring clean-up season, and hardware dealers should not allow any opportunity to make sales pass them by. A number of tried sanitary mop and duster lines are being offered now, and as the manufacturers of these offer to co-operate with the dealers in making them known and in helping in sales, dealers should at least investigate their merits.

"Taking it for granted," say the Channell Chemical Co., of Toronto, makers of "O-Cedar" products, "that the dealer will set O-Cedar especially forward, and make it prominent at this particular season of the year, we think that if some of the following lines were followed, sales could be increased very materially. Beginning the 15th of March, in all the large towns from

In addition to this the company will furnish the dealer with as many circulars, with his name printed thereon, as he requests, and deliver them to his town for him to distribute. Also, if any dealer is desirous of using any advertising matter in his papers in his town, they furnish any of the electros that appear in their "Advertising Helps," to create a demand for the dealer in towns in which they do not have any of the billboard displays.

In several of the monthly and semi-monthly magazines, published in Canada, such as Canadian Home Journal, Everywoman's World, MacLean's Magazine, Saturday Night, Western Home Monthly, Canada Monthly, etc., the Channell Co. are running large display ads. of O-Cedar. "Because of this," says A. T. Channell, president of the company, "we can see no reason why if any dealer is willing to stand his goods in a window in order to show his customers that he is actually handling O-Cedar, that he will not make the final touch in bringing the sale up to the actual transfer of cash for article. We are making every effort to have the price maintained on O-Cedar products, which also is meeting with hearty approval. We have found that the dealer in buying O-Cedar products is assured of our co-operation, not only to start out on, but to sell it at the price marked on the packages, assuring them of the profit we tell them they will receive in the first place."



Two prominent O-Cedar mops being demonstrated this year by Channell Chemical Co.

coast to coast, we are running a billboard campaign, which extends for one month, with the exception of the Maritime Provinces, where some of them are starting on the first of April.

"If the dealers in those towns which have these displays would trim the window with O-Cedar, using the window display we furnish free of charge, we think it would induce sales. This trim consists of a three-piece display and a cardboard. Two of the pieces hang down on each side of the window, one of which depicts the picture of a girl with a mop in her hand mopping the floor, and the other one is a reproduction of the girl polishing a table with the polish. On the third piece are the words 'O-Cedar Polish Mop,' which goes across the top of the window. The cardboard is a beautiful lithographed imitation of a room, in which a maid is polishing the floor on one side with the mop and on the other side dusting a piano with the polish."

### Dustless Dusters

The object of dustless dusting with the chemically treated dry mops and dusters made by Tarbox Bros., Toronto, is to absorb and collect dust. A chemical compound has been discovered, which, being introduced into suitable fabrics, produces a "dust absorbent" that is very efficient for dusting purposes. The chemical treatment lasts as long as the mop, as the treatment becomes a part of the fabric. The lint and coarse dirt are readily shaken out, but the dust is absorbed or attached to the fabric and held there by the chemical treatment. When the mop or duster is coated with dust so that it will not do its work properly, it can be washed with soap and very hot water. This exposes the treatment to the air from which its dampness is gath-



ered, renewing its dust-absorbing properties, no re-treatment being required.

Besides these chemically treated mops the company have several wet mop lines—the Tarbox self-wringing mop, the Eureka crank wringing mop, and a new one, the Ohio style mop, an improvement over round deck mops, made especially for large users like janitors. This "Ohio" mop has a head 17 inches long.

To help dealers push their lines, Tarbox Bros. have printed a number of circulars covering their range of products in which can be inserted the dealer's name and address. They also have a window trim consisting of a top piece and two side hangers for the glass front and a background for showing up goods on display. Both in window display, newspaper and circular advertising, this company believes dealers make their best bid for pushing sales of housecleaning lines.

Ronuk, Ltd., Toronto, intend bringing out a new floor mop some time this year.

## Vacuum Cleaners as Spring Sellers

The vacuum cleaner business has undergone many changes in the past five years. At its inception the vacuum cleaner developed remarkably large sales and the time and cost of selling them were inconsiderable, compared with what these items consist of to-day. When the "first" demand began to slacken, however, instead of seeking to discover the best means of adapting themselves to the changing conditions, some hardware dealers simply dropped the line, contenting themselves with the idea that vacuum cleaners had seen their day and that it was best to look around for something new. In this they erred, because they should have realized that the vacuum cleaner possessed genuine merit and that its use would steadily grow until it became a positive staple article.

Vacuum cleaner sales experts agree that to expect the average hardware clerk to demonstrate and sell these machines with any degree of success, for obvious reasons, is entirely out of the question. The only way they can be sold by the hardware merchant to-day can be summed up in short order:

1. Secure the services of a bright, hustling salesman who should devote his entire time and attention to the demonstration, sale and rentals of vacuum machines.
2. Circularize customers' lists, advertise in the newspapers and have demonstrations in the store window for a week at a time every now and then. Have the salesman also call up regular customers on the telephone and arrange for demonstrations.
3. Open up a rental and cleaning department and in this manner many sales can be made to people who have to be educated in the use of a vacuum cleaner.

4. Secure lists of vacuum cleaner users from the local electric light company and have the salesman visit them and see whether they are satisfied, and occasionally have him visit the users of the machine the dealer is handling to keep in touch with them and ascertain the names of friends who may be prospects.

5. Carry a line of cleaners at various prices to suit everybody's purse, and, if possible, obtain the agency from a manufacturer who makes and advertises several models under one name.

6. Churches should be carefully canvassed and shown where they can actually provide means for their maintenance by renting vacuum cleaners to their members.

7. The electric light companies may permit the dealer to enclose with their monthly statements circular matter covering any article consuming electric current.

8. The best months of the year are in the spring and fall. When spring cleaning is on, and especially during or immediately after a "clean-up" campaign should be a particularly good time.

9. By all means carry a line of machines with a good reputation. This can easily be determined by the length of time the manufacturer has had his product on the market and the opinions of engineers connected with the electric light company in each town.

10. Secure the exclusive agency for the line of machines determined upon so as to derive as much benefit as possible from the manufacturer's advertising.

11. Offer contractors, decorators, architects and electricians commissions on all leads turned in to the dealer, and give discounts to furniture and carpet concerns covering orders turned over to him.

12. The salesman should visit hospitals, schools, and other institutions, including public buildings, as well as apartment houses. In the latter places the janitor often can be induced to invest in a vacuum cleaner if he can be shown that by renting a cleaner to the tenants his investment would be returned within a short time and money made out of the proposition.

13. An agency for a good line of stationary plants for residences, public buildings, etc., ranging in price from \$225, and upward, could be procured and a good live man canvassing the architects and builders could secure a deal of business for these plants.

14. A line of hand-operated vacuum cleaners would be a very good addition, as there are any number of people not using electricity who are interested in these machines. Furthermore, a new type has lately been placed on the market in the form of a carpet sweeper vacuum cleaner, the sale of which has attracted no inconsiderable attention from the regular carpet sweeper manufacturers. These sweepers can be sold at a good profit for about \$8 or \$9.

With the proper salesman and intelligently backing him up with advertising, circularizing, etc., the vacuum cleaner can be made to pay anywhere in this country for the average hardware merchant.



Line of Tarbox dustless dusters and floor mops.



## Increasing the Sale of Garden Tools in the Spring

IT will not be very long before the trees will be budding. The grass is already getting green and Spring is almost here in all its glory. This brings about the remark, what are you going to do about garden tools this year?

Some hardware men, especially those located in the small towns, are apt to view the garden tool business as sort of feeling, "Oh, yes, it's just about so much business and no matter what I do it won't be very much higher." That, however, is not the right attitude to take. True, if you are located in a town of one thousand people you are not going to sell one thousand rakes nor five hundred pieces of hose, nor two hundred and fifty water cans, but if you will put forth some effort there is no question that you can increase your business in this line very materially over last year.

Some afternoon when there is not much stirring in the store, supposing you take out your ledger or your mailing list and try to visualize by name the different people where they are located. Have beside you a piece of paper and a pencil. As you think about each man's house in town or place out in the country the chances are a very large proportion of these have gardens of some sort or other where the lady of the house grows flowers or vegetables, not for sale, but either for the pleasure of growing beautiful things or to have a variety of vegetables on the home table. Every one of these is a prospect for garden tools of some kind. Spades, rakes, hose, hand shears or watering cans—these are some of the items needed to keep a garden in nice shape, to say nothing about wheelbarrow, garden hose, lawn mower, and the many articles and utensils needed in the spring clean-up.

### Send Them a Letter

Don't you think it would be a pretty good plan to write every one of these people a letter to be sent out early in the Spring, drawing their attention to the fact that garden time is approaching and that you have on your floor a fine assortment of tools at prices within everybody's reach? Go a little bit further, move out three or four of the stoves which have been on the floor since last Fall and arrange a tempting and attractive display of garden tools, each one neatly price-tagged in such a location that everybody who comes into the store cannot miss it. In addition, lay out a plan for a show window display, the tools mentioned to be installed just about the time that your circular letter goes out. Now, all this is not going to be accomplished without some work, some planning, and the expenditure of not a little thought and energy. The results, however, are sure to be worth while. This advertising will certainly bring people into your store who are interested in the things you advertise.

If your place of business is clean and if the merchandise is well displayed the chances are exceedingly favorable that the man who comes in to buy a spade is going to be interested in and reminded that he requires a whole lot of other things.

### How a Young Man Does It

There is a young man running a hardware store in a small town in the North-west. He has only been at it about four years, but in that comparatively short time

he has built up a business which is the envy and wonder of his long-established competitor; and what is more to the point, that particular competitor has also been doing an increased business, though his sales have not grown as fast as those of the young man referred to.

Now, this fellow did not have very much to start out with except two things: A head filled with ideas and the willingness and energy to carry them out. As each season rolls around, this dealer makes a special display on some one particular line which is in good request. He gives it a prominent position in his window and a good display in the store. He advertises it in his local papers and through circular letters. The result of all this is that he is not only making sales of the special advertised lines, which are showing a healthy increase, but his other goods are called for in continuous increasing quantities.

The man who advertises "season hardware" and lets it go at that isn't going to get much business as the



How May Brothers, Toronto, featured garden tools and seeds in a spring window display.

result of his alleged publicity. The fellow who goes after one particular line, shows that he is prepared to take care of the requirements of his trade and in general gives evidence of being a live one gets the people into the habit of looking to him when they are in the market for anything in the hardware line. They have found him "Johnny on the Spot" in the past and that's where they will go when they need hardware or kindred lines. So you see it is not really necessary to advertise everything in your store nor is it advisable to try to carry in an advertisement full particulars of about fifty-seven varieties of goods.

Pick out seasonable lines, advertise them thoroughly, and back them up with a good assortment of goods at reasonable prices.—The Hardware Trade.



# Selling Campaign for Electrical Household Conveniences

*Rates have been lowered in all the Ontario towns listed in this article, and there is a special opportunity in these municipalities for dealers to increase the sale of electrical household conveniences*

## STAFF ARTICLE

WITH the first day of 1915 a new schedule of selling rates for electrical energy supplied by the Hydro-Electric Power Commission of Ontario went into force in the eighty-four municipalities in the system and in the twelve centres to be added to the Provincial Hydro zone.

It is apparent, at first sight, that a general reduction has been brought about by the alterations to existing charges, but, upon investigation, it is found that the new benefits increase in relation to the greater consumption. The average reductions, it is claimed, range from ten to twenty-five per cent., according to the

mination, gets the benefit of a lower rate on excess consumption. By making it cheaper for the consumer to use power during the day time for the various electrical devices, more electricity will be used during daylight and the more nearly the day and the night loads will conform. The number of Hydro customers in Toronto is in the neighborhood of 31,000, while the number of domestic consumers in Hamilton during 1914 was 8,404, in addition to power consumers.

Here, then, is a splendid opportunity for hardware dealers handling electrical goods in the towns listed to increase sales, and for other dealers not yet stocking this line to make a start. It is not necessary to carry a big stock, just let your customers and your fellow townspeople know that you can supply them with their requirements; make a display in your window; use advertising space in your local paper, and through it all show and prove that it would be well for them to install electricity, and have some of the electrical conveniences in their homes. If you are a live dealer you can do this.

### WHERE THE HYDRO SERVES.

The following are the eighty-four municipalities of Ontario which are part and parcel of the Hydro-Electric zone:

Acton	Georgetown	Port Stanley
Ancaster	Goderich	Prescott
Ayr	Guelph	Preston
Baden	Hagersville	Princeton
Barrie	Hamilton	Rockwood
Beachville	Hespeler	Seaforth
Beaverton	Ingersoll	Sebringville
Berlin	London	St. Catharines
Brampton	Lucan	St. Marys
Brantford	Midland	St. Thomas
Brechin	Milton	Stayner
Brockville	Mimico	Stratford
Caledonia	Mitchell	Sunderland
Cannington	New Hamburg	Thamesford
Chesterville	New Toronto	Thorndale
Clinton	Norwich	Tilsonburg
Coldwater	Ottawa	Toronto
Collingwood	Paris	Waterdown
Creemore	Penetang	Waterloo
Dorchester	Peterboro	Waubashene
Drumbo	Petersburg and	Welland
Dundas	St. Agathe	West Hamilton
Elmira	Plattsville	Weston
Elmvale	Port Arthur	Windsor
Elera	Port Credit	Winchester
Embro	Port Dalhousie	Woodbridge
Fergus	Port McNicoll	Woodstock
Galt	Port Robinson	Woodville

### SELLING ELECTRIC WASHING MACHINES

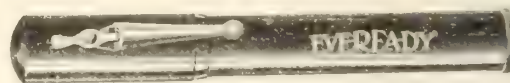
The electric washing machine is very popular with the ladies wherever it is in use. The ease and quickness with which the washing can be done is the great feature, and dealers should make this point in selling them.

If a dealer could take a prospective customer to a satisfied one, such as the one to whom we have referred, there is little doubt that an increase in the sales of washing machine outfits would result.

### EVEREADY FOUNTAIN PEN LIGHT

A new type of flashlight, exactly like a "banker's" fountain pen in size and appearance, has just been announced by the Ever Ready Works, No. 90 Chestnut Street, Toronto, Ont.

This fountain pen light has several important and exclusive features. The light can be either flashed or burned continuously as desired, and laid down while



Flashlight that resembles fountain pen in size and appearance.

burning, so that both hands are free to work. The tungsten battery for this light has been designed and made with special care and the highest grade of materials is used in it. It has long life, as shown by tests.

The fountain pen light is 5¾ inches long, ¾ inch in diameter, and weighs only 1½ ounces. It has a clip so that it can be securely carried in the vest pocket, without inconvenience. The price, complete with battery, is \$1.10.

locality. Dundas, Galt and Guelph consumers will enjoy a saving of 17 per cent.; Waterdown 15 per cent., and Hamilton about 20 per cent. The municipalities receiving the lowest rates are Ottawa, Port Arthur, London, and St. Thomas. Fifty-five municipalities get reductions of over ten and under twenty per cent., while at least fourteen get a ten per cent. slice. The changes have been brought about because it has been the policy of the Provincial Commission to give patrons the benefit of profits. In other words, the rates are so arranged that the cash balance will be reduced, and, at the same time, minimum charges are made to encourage greater use of the current.

The blessing of the new rates depends entirely on the consumption of more and more energy. The consumer who uses electric irons, electric gas toasters, electric heaters, electric ranges, electric vacuum cleaners, and other appliances, as well as using electricity for illu-



# Advertising a "Paint-Up, Clean-Up" Campaign

By A. B. LEVER

TO carry on a "Clean-up" campaign without advertising is almost as inconceivable as would be an attempt to fire a gun without an explosive. Advertising is force.

The advertisements which I have selected for reproduction in this issue of The Canadian Hardware Journal are those which have been employed by retailers in far and wide places in Canada to push paints, varnishes and other clean-up goods. They will, no doubt, suggest to retailers some ideas for the present spring's campaign.

The advertisement of W. C. Stearman, Vancouver, is one that might be studied by every dealer when preparing his copy for Jap-a-Lac or almost any other commodity, particularly in regard to the selling talk it gives about the article advertised. In brief and pointed language it tells what Jap-a-Lac will do. In other words, it conveys information such as is likely to interest consumers. In appearance the ad. is also good. The original was 4½ by 5 inches.

McIntosh Bros., Belleville, Ont., have a neat, newsy and well-balanced ad. "Housecleaning Necessities" is a catching phrase, and the list of articles with prices is well arranged. The original was 4½ by 5½ inches.

A. Many, Welland, Ont., has an attractive little ad. Although the original was only 2½ by 5½ inches, it stood out well. The firm name, however, should have been in larger type. The ad. would have then been better balanced and A. Many's name would have received greater prominence.

The advertisement of Foster, Vancouver, was only 2½ by 3¾ inches, but it stood out well, and is, therefore, a good ad. for its size. It was well displayed and well written.

M. Weichel & Son, Waterloo, Ont., have the most striking ad. in the group. Its outstanding feature is the appeal it makes to the housekeeper. It does this first in its appearance, and secondly by the composition of its reading matter. Not only does it remind the housewife of the importance of inside decoration, but it gives a good talk in regard to paints and varnishes and the kinds that give the best results in different descriptions of interior work. The original was 6½ by 8 inches.

Martin, Finlayson & Mather, Ltd., Vancouver, usually have good advertisements. Their ad. herewith reproduced is no exception to the rule. Like their ads. in general, this one is strong on its selling features. "Jani-



**JAP-A-LAC**  
"WASHES LIKE SOAP"  
THE ORIGINAL STAIN AND VARNISH COMB  
Jap-a-Lac comes in Light Oak, Dark Oak, Mahogany, Walnut, Cherry, (or Rose), Natural, Brilliant Black, Dead Black, Glass White, Flat White, Green, Ground etc., and can be used from water to enamel.  
Remember, Jap-a-Lac was the first LAC in the market, and at the first LAC, the nearest and finest quality.

Sold by  
**W. C. Stearman,**  
The Paints Hardware Merchant  
646 Granville St. Phone Boy 0940 (241)



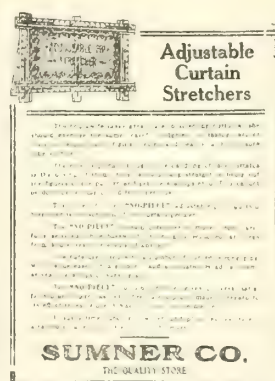
We don't create comfortable, attractive homes, but we don't realize how much modern paint-making will help us in improving our surroundings.

**M. WEICHEL & SON**  
HARDWARE & PAINT  
WATERLOO

**Did You Miss**  
Our 2nd Bargain Window on Saturday. A lot of people did not see the last sale. Now we have a 3rd sale. This evening, the Saturday before the last of next bargain.

**On Tuesday Morning**  
We begin our  
**Paint Sale**  
All kinds of Paint at reduced prices.  
Mr. Martin, Special 100 per cent. Sale. Paint will have 10 per cent. off.  
Light as air, and better than any other paint.  
You will be glad to see it.

**C. T. LAIRD**  
Call us up at the Phone 1013  
1254 Hamilton Street.



**Adjustable Curtain Stretchers**  
These stretchers are made of the finest material and are guaranteed to last for years. They are sold at a special price of \$1.00 each.  
**SUMNER CO.**  
THE QUALITY STORE

**Housecleaning Necessities**  
On Sale at Little Cost

Our new Housecleaning Necessities are on sale at a special price of 10¢ each.  
GRANITEWARE SALE CONTINUES THIS WEEK

**McINTOSH BROS.**



**Janitors' Supplies**  
We have a large stock of cleaning supplies at a special price of 10¢ each.  
**Bulldog Mop Wringers**  
**Martin, Finlayson & Mather Ltd.**  
MECHANICAL TOOLS, CUTLERY, HOUSEHOLD HARDWARE  
40 Hastings Street West Between Central and Adelaide Streets

**YOU THINK OF Housecleaning**  
When March Arrives

**ASHDOWN'S**  
Mass retailer's stock of Scrubbing Brushes, etc.

**Beautiful Floors**  
"CLEAN UP PAINT UP"

**C. T. LAIRD**  
Call us up at the Phone 1013  
1254 Hamilton Street.

**House Cleaning Needs**

**Ingram & Davey, Ltd.**  
THE BIG HARDWARE

**PAINT STAINS**  
for Floors and Wood work

**FOSTER**  
646 Granville Street

How some Canadian hardware dealers advertised their "paint-up and clean-up" lines last spring.



tors' Supplies'' is a unique phrase and, like a good heading over a newspaper article, is the essence of what follows. The first line and the introduction that follows are always worth studying while advertising copy is being prepared. The original was 6½ by 7 inches.

It will be noticed that the advertisement of C. T. Laird, Regina, is designed to both draw attention to paints and to the window display of the same. The ad. is well balanced. Original was 2⅛ by 7 inches.

Ashdown's, Calgary, have a striking, well balanced and newsy ad. The first line conveys at a glance the purport of the ad., and the list of housecleaning helps which follows was well and carefully selected. The ad. is, however, a little overcrowded. A lead between each line in the list of articles advertised would have caused the latter to stand out a little more clearly. The original was 2⅛ by 7½ inches.

The scrubbing brush ad. is taken from the announcement of a department store, and is merely given to show how a small space of 2¼ by 2 inches can be made attractive.

The advertisement of the Sumner Company, Moncton, N.B., is devoted to a selling talk on adjustable curtain stretchers, a subject which is of particular interest to the housekeeper at this time of the year. The "talk" is well given. From a typographical standpoint the advertisement is striking and artistic. The original was 4¼ by 6 inches.

In the announcement of the Central Hardware Co., Regina, we have another advertisement which makes an appeal to the housekeeper. In a space of 2⅛ by 4½ inches we have a statement well put, regarding the merits and prices of paints, varnishes and floor wax. Excellent use has been made of the space.

Among the "clean-up, paint-up" ads. of small space that of C. T. Laird is probably the one most to the point. It is a good ad., although a little overcrowded. A lead between each article advertised would have improved the appearance of the ad. The original was 2⅛ by 4½ inches.

Ingram & Davey, Ltd., St. Thomas, have a decidedly attractive advertisement. Not only does it look well, but it reads well. One of its strong features is the succinct and pointed way in which the fact is brought home to the housekeeper that the season for housecleaning is approaching, and that Ingram & Davey have the requisite goods for the occasion. The original was 4¾ by 5¼ inches.

#### LINK UP ADVERTISING WITH SALESMANSHIP

To build up a business and make it a great success the advertising and the selling departments must work together. The manager of one must consult with the head of the other. Sales force must know what announcements have been made to the public and be prepared to second the efforts of the publicity man by doing their part to display the goods and make them attractive. Every head of a department must put forth his best efforts to supplement the work of the copywriter. He must select the right kind of articles for illustration and to push, and to see to it that his staff is ready to handle the business when it comes in. There is a natural demand at some seasons of the year which skilful advertising increases. Thus in the spring, when "the young man's fancy lightly turns to thoughts of love," the housewife is intent upon taking stock of her belongings and replenishing her stores.

A certain amount of advertising should be done at all times, for the store that does not advertise might

as well go out of business. Some men are blind to opportunity and have an idea that as people will buy hardware in the spring it is by no means necessary to tell them where it can be had to the best advantage. They forget that this is the age of competition, and he who would get the business must make his wares known. Perhaps his salesforce is kept busy and already has all the trade that it can handle, but is there any valid reason why he should not hire more people? If his trade outgrows the store so much the better, let him get a bigger one; all of which means a more extensive business.

#### THE COMMON SENSE OF ADVERTISING

Advertising is not a miracle; it is not magic; it is not sorcery; it is not mystery. There is nothing peculiar about it—nothing hazy or unusual or visionary in it. It is just a part of selling; just the initial move by the party of the first part upon the party of the second part—an incident in a commercial transaction—a bit of selling sense delivered at a distance. Copy is what's put into an advertisement to make it sell things. Its brains, if it has any, are found in the copy. Its personality is there, filling in between the lines with force and conviction and honesty, or weakness and suspicion and crookedness, according to the man behind the advertisement and the proposition behind the man. Art helps. A photograph and a good printer will cover a multitude of sins. But the man behind, giving up the selling talk that will turn dollars from the party of the second part into the party of the first part, must make himself felt in the copy, if felt at all.

#### THE NEWSPAPER'S APPEAL

No sort of doubt can exist regarding the appeal of the newspaper. Reflection also shows another fact to be unquestionably true in any town where there are several papers published, and that is, each paper has for a clientele some particular class more or less distinctive. It is this very fact that makes newspaper advertising supremely efficient. An announcement printed in such a publication reaches some great class of people as a whole, and at one time, instead of attracting the attention of a single individual, as when a form letter or circular is used. Newspaper advertising enables the merchant to talk at once to a large audience, greater by far than is usually realized. It permits him to tell his story to hundreds of thousands of people every day. This is an age of newspaper readers; the newspaper habit is firmly established among all classes. Rich or poor, old or young, are alike devotees of the daily publication; every rank of society from the highest to the lowest has its favorite sheet. Staid, conservative journals, some again tinged with yellow sensationalism and other exponents of varying editorial policy are found throughout the land, each with its own audience, its own constituency and appreciative friends. It is not probable that all newspaper readers see only a single sheet, it is more likely that the average family takes in one paper for the morning and another for the evening's perusal.

Elbert Hubbard says that "business consists in getting an order for the goods, filling the order to the satisfaction of the customer, getting the money, and completing the transaction to the profit and pleasure of all parties concerned."



## Collins' Course in Show Card Writing

*17th of a series of  
articles specially prepared  
for this journal.*

We have explained in previous issues the importance of a neat border on a show card. This gives finish to any card. Where a mat is used a border will not be necessary, for the mat takes the place of it; but on all

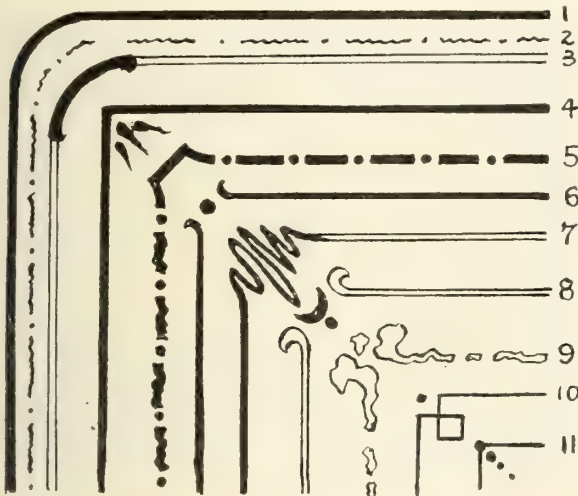
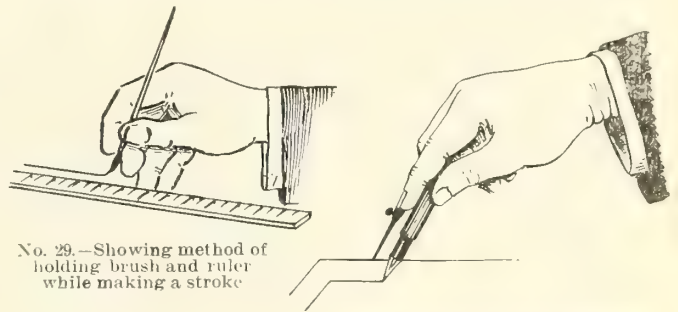


Fig. 27. Various styles of borders and corners

plain cards a border should be used. For general use a plain line all around the card with either square corners or a little round at each corner is most practical and looks very neat. Its great advantage is that it can be made so quickly. As a rule it should be made in the same tint as the shading of the letters. Pale green, pale blue, etc., are very popular colors or shades for this work. A light black line border is not out of place with any type of card. In Fig. 27 may be seen a number of suggestive borders and corners. These are all quite plain in design and very easy to execute. 1, 3, 4, 6, 8 and 11 are the easiest to make, as they are practically ruled straight lines. It should be borne in mind

that the double lines will take just twice as long to do as the single lines. The more elaborate the corners the more time will be consumed in making them. Note that 7 and 5 have different designs on each arm. This is merely to show two different patterns. The various corners may be used on the different patterns of the borders. No. 7 is perhaps the easiest to make and is very effective. Its roughness makes it quite attractive. No. 9 will take the most time to do, but is quite pretty when made. Bearing in mind that time is an important matter in the making of show cards, it will be seen how important it is to choose such designs as may be done the most rapidly. It is this that possibly makes the plain straight line so popular with show card writers.

Until you have become quite accustomed to ruling a straight line with your brush, it may be well to draw your border line in pencil before putting on the color. Of course, you can use a ruler or straightedge to make the pencil line, but the most accurate and quickest way is to line it with a pair of compasses that have a pencil



No. 29.—Showing method of holding brush and ruler while making a stroke

Fig. 28. Showing how to rule a card with compasses

attachment. The ordinary school compasses will serve nicely. Fig. 28 shows the method of procedure with this instrument. Simply set the points the distance apart that you want your border from the edge of the

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z &  
a b c d e f g h i j k l m n o p q  
r s t u v 1 2 3 4 5 6 7 w x y z

An alphabetical style for quick work.

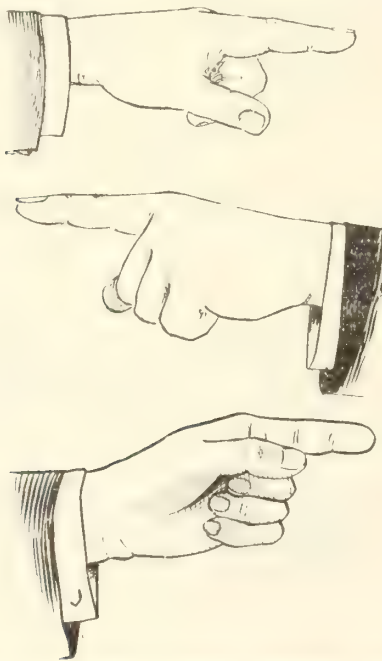


card and run them down the edge, holding one point outside or along the edge, pressing lightly with the pencil to make the desired guide line.

Having made your guide line for your border you may proceed to paint it in. We have given in previous issues various ways of holding the brush for doing ruling on the edge of a card. We give another very simple method of holding the brush while ruling. Fig. 29 will show this quite clearly. The rule must be held in position with the left hand. Grasp the brush nearer the hair, or lower down than you would for ordinary lettering. This will give you a better rest for your hand against the rule. By this method you may run a line almost any length desired if your ruler is long enough.

### Index Fingers

Every card writer will have occasion to use "Pointers" or indicators. Care should be taken in making these, for a pretty card may be somewhat marred by a poorly drawn hand. The best way for one who may not be specially good at drawing is to trace one from some illustration and cut out a card pattern of it. Lay this on the card and trace around it and fill in the details after you take off the pattern. This pattern will answer for pointing in either direction by simply turning it over. We give three different designs of hand. The one pointing to the left and showing the back of the hand is perhaps the easiest to execute. There is not nearly so much detail to work out as there is in the others. If studied closely you find there is a peculiar symmetry in the make up of these hands. In the one showing the back you will find, approximately, that the length from the tip of the finger to the knuckle joint is about the same as from the knuckle joint back to the wrist, also about the same as from the top of



Figs. 30, 31 and 32 Various styles of index finger forms.

the knuckle joint to the lowest point of the little finger. The other sketch, showing the side of the hand, measures about the same way, with the addition, that the length of the thumb from point to where it joins the wrist is about the same as the other measurements. The depth of the sleeve will not be much or any out, if made the same as these other measurements. The hand

showing the inside with the closed fingers we do not recommend, as it has too much detail in it, which uses up too much time, and makes it more difficult to do.

### Alphabets

There are times when a card writer wants to "slap up" a card in a hurry. He does not want it, however, to look too cheap or poorly executed. The requirements for such work are letters that are easily made, quickly made, and at the same time have a certain amount of finish. The sample shown this month is designed expressly for just such work. It is executed with one



A seasonable spring card.

stroke, and is a sort of Egyptian style, blocked. It has a dash to it that makes it look easy and free, and it certainly can be made very quickly. The figures are of the same style and can be made just as quickly.

### Sample Cards

The sample cards shown this month are Easter designs that can be utilized in almost any business. More wording may be put on each card, if desired, also the price of any desired article. They are all cut out to shape, and are 22 in. x 28 in. at the extreme points. Unfortunately, the splendid color effects do not reproduce in the photograph. They are done in various Easter colors, purple, lilac, violet, etc., and the chicks are in natural colors. The shading is mostly in browns. Note the splendid rounded effect given to the eggs by the shading. The lettering may be in any of the Easter colors mentioned above, or dark brown may be used. If desired, these designs can be worked on a card without being cut out. The only difference will be that the eggs will have to be shaded around the edges to give them shape. This method will be quicker than cutting them out.

### HE DID NOT ADVERTISE

In a small South Carolina town two men were playing checkers in the back of a store. A traveling man, who was making his first trip to the town, was watching the game, and, not being acquainted with the business methods of the town, he called the attention of the owner of the store to some customers who had just entered the front door. "Sh! Sh!" answered the storekeeper, making another move on the checkerboard. "Keep perfectly quiet and they'll go out."

# Sheet Metal Building Construction for Rural Communities

*This article, dealing particularly with the use of sheet metal on farms, gives information on the selection and construction of sheet metal materials that should be helpful to hardwaremen in selling sheet metal roofing and siding*

BY EDWARD DREIER

**S**HEET metal roofing and siding is widely used in Canada, the farmers being the heaviest buyers. Going through the country one cannot help but notice the large number of buildings covered with this material. Insurance against fire and lightning, and lack of fire protection have made farmers turn to fire-proof materials such as sheet metal.

## Wide Range of Uses of Sheet Metal on the Farm.

Sheet metal having so many uses readily adapts itself to general farm buildings and uses. We find sheet metal tanks, culverts, troughs, silo roofs, drive sheds, garages, piggeries and the more common roofing and

various Canadian companies, will, as has been shown from installations made years ago, have a very long life.

The proper method of covering a building with metal is to use close sheathing and metal shingles on the roof, and nailing strips with corrugated iron on the sides. Corrugated iron, being very stiff, will give added strength to the building, as well as being an excellent protection.

## What a Builder Should Consider in Selecting Material.

Nowadays the man who intends erecting a building says, "Which brand of metal roofing will I buy?" He



Large steel truss barn of Dominion Cannery Co., Limited, on their Bow Park Farm, designed by A. A. Gilmore, Architect. This building which is 150 ft. long by 38 ft. wide is covered with "Acorn" corrugated iron, metal cornices and starter. The roof is fitted with lift roof lights and ventilators of same make. The doors are hung on special bird proof track and fitted with modern hardware.

siding materials advertised extensively in the farm papers.

Canadian manufacturers of metal products recommend metal shingles. From a point of durability they give long years of hard wear. The metal which goes into their manufacture is subjected to severe strains in heavy presses which form the shingles into shape. Iron for shingles must be of a special quality or it could not stand this strain and would break or be weakened so that eventually it would give way. So, of necessity, the metal must be more pliable and of the highest quality.

A metal shingle roof is practically one great sheet of metal which acts as a protection against weather elements, fire and lightning. Such a roof, using any of the standard grade of shingles manufactured by the

sends to different manufacturers for catalogues and studies the merits of each make and chooses according to his likes and dislikes. He cannot go wrong on any of the standard makes.

## Requires Qualified Builder to Put on Metal Roof.

While most of the companies say that any handy man can erect metal roofs, I do not think it advisable. It can be done, but where the building is not true or straight, or where there is cutting to be done, the results are not always satisfactory.

Putting on a metal roof is like doctoring a sick animal. You might be able to do it yourself, but the skilled man would get better results. If I were buying a metal roof I would go to the local agent of one of the well-known manufacturers and would buy the roof and



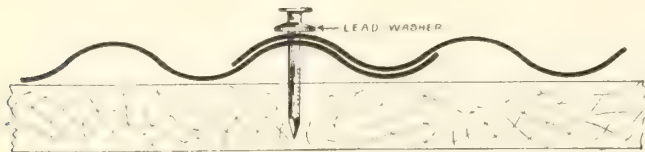
have him erect it. He has a reputation to sustain and will do a good job.

### Using Corrugated Iron for Roofing.

For many of the cheaper grades of buildings, corrugated iron is used for roofs as well as sides. This metal product is made of a slightly cheaper grade of iron than metal shingles but it gives excellent service as a siding. There are many buildings on the farm which might need a shelter roof and this material adapts itself readily.

### Protecting Against Prevailing Winds.

When ready to begin laying corrugated roofing on a building, consider first from which direction your heaviest winds and rains usually come. If from the right, begin laying the roofing at the left-hand side—if from the left, begin at the right-hand side. It is always wise to take this precaution so that the prevailing wind does not blow into the laps of the sheets. The sheets that are nailed down perfectly tight will always be wind-tight, but sometimes a sheet is not nailed tight and wind gets in and causes the sheet to rattle. Lay the



Showing how to nail corrugated sheets when used for roofing.

first sheet at the lower corner of your roof—either right or left side, as explained above, allowing one corrugation of the sheet to project over the roof boards at side gable, and also from two to three inches of the end of the sheet to project at the eaves, depending on size and location of eavetrough, if used. Keep the corrugations in straight lines up and down the roof to make a neat appearing and effective job.

### Procedure in Laying Corrugated Roofing.

First, hammer down the projecting corrugation at side gable, over the edge of the roof boards and nail it there securely in place. Then nail across the sheet through the tops of alternate corrugations close to the eave. Three or four rows of nails are used to each sheet, depending on the length. Lay the second sheet side by side with the first, lap it over the first sheet  $1\frac{1}{2}$  or  $2\frac{1}{2}$  corrugations, and then nail the two sheets together through this lap, the nails being driven straight down through the tops of the corrugations at every bearing.

Also, nail across the eave as on the first sheet, each alternate corrugation. The third sheet is laid exactly the same as the second, and the work is continued, sheet by sheet, until you complete the first row across the full length of the roof.

Then begin on the second row of sheets and apply them as in the first row, allowing the  $1\frac{1}{2}$  or  $2\frac{1}{2}$  corrugation side lap and 3 or 4 inches lap down over the first row of sheets, driving the nails through both sheets, at end laps as well as side laps. Complete this row across the roof before beginning with the third row, and continue until the roof is completed.

Always drive the nails vertically and through the tops of corrugations as described above.

### Lay Roofing Along Straight Lines.

I would urge particular attention to keeping straight

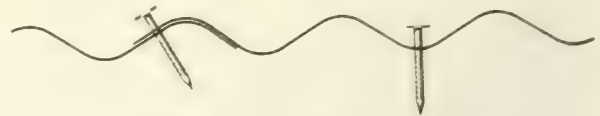
lines throughout. It would be a good plan to strike chalk lines across the roof at the eave as well as up and down, so that you will be sure to have the corrugated sheets straight.

### Gauge of Sheets to Use in Various Situations.

Corrugated sheets of light gauges should not be applied to wide spaced purlins. It will be equally as cheap, and much more effective, to place purlins of 1 x 4-inch stuff, say 8 to 12 inches apart. In this case the rafters can be at any distance your best judgment dictates, and need not be placed so accurately as would otherwise be necessary. Where the heavy gauges of sheets are used, sheathing boards may be dispensed with, so far as providing support for the roofing is concerned, and purlins substituted, thus economizing in lumber.

With No. 26 and No. 28 gauge, I consider it advisable to use sheathing of common stock boards, about 2 ft. centres. For steep roofs a lap of three inches at the ends of sheets is ample.

Where sulphurous fumes will come in contact with the under side of a roof, use a felt lining between the



Showing how to nail corrugated sheets when used for siding.

sheathing and the roofing. When two or more length sheets are used, place the shortest sheets nearest the ridge. Be careful to lay sheets so that the corrugations of each will be in line accurately from ridge to eaves.

### Erecting Corrugated Iron for Siding.

Put the studding three or four feet apart and nail the sheets to batten strips, placing these strips say, two feet apart and across the studding horizontally.

Nail siding vertically through the tops of corrugations and horizontally in the valleys of corrugations. When studding is used, 2 x 4 inch lumber will answer usually.

Do not let the siding have contact with the ground, but always use a base board.

For siding, lap sheets but one corrugation.

If siding is to be used for barns, or uses where there is a heavy pressure or strain against the sheets from the inside, it will be necessary to use sufficient sheathing to hold enough pressure away from the sheets, so that they will not be torn from the nails.

### Some Good Rules to Go By.

Buy a well-known brand from a firm or agent who has a reputation to protect.

Have a competent man put your roofing on.

See that you have a full 3-inch end lap and a corrugation and a half side lap.

Do not lay metal roofing on any sheeting but the best grade.

Do not lay metal roofing on green sheeting boards.

Be sure any metal roofing is well and firmly nailed with galvanized nails, capping them with lead washers, when using them for corrugated iron.

Plans are being drawn for a hardware store and offices costing \$3,000, for A. A. Content, at McLennan, Alta.



## Using the "Build Now" Slogan to Sell Builders' Hardware

Builders' hardware sample room in  
Western store.



Putting into play the "Build now" slogan, hardware dealers have an opportunity of creating business this spring and summer in builders' hardware by co-operating with architects and builders in the building activity which is being pushed just now.

There are some real solid reasons why buildings which are needed should be built now rather than waiting until the war is over or until business conditions are booming, as there is every tendency to do. Building materials generally—bricks, lumber, cement, etc.—are cheaper than a year ago, although hardware, owing to the recent imposition of the war tax, is higher priced.

However, builders' hardware is not the big item to be considered in building, but it is the important item to the hardware dealer, and he should do his part in boosting the "build now" cry, and incidentally should push for that part of the business in which he is directly interested.

The average hardware dealer "stores" his builders' hardware. That is to say, the articles coming under this head are stored away instead of being displayed. Builders' hardware usually goes into the shelves with other materials and when it is called for it is brought out and one pattern at the time is shown. A sale is occasionally made through this method. However, as the catalogue house always offers photographs of a much larger assortment, most of the sales go there, in some communities, at least.

The builders' hardware department is an innovation for a store in a small town, but it is a good idea for the dealer in the smaller centres to adopt. Every hardware dealer in a community where there is any building in progress will see the practical side of this idea.

The illustration depicts the builders' hardware department in a small Western town. It has increased the sales of builders' hardware for the dealer beyond anything like a comparative figure with what would have been accomplished without it. When the customer enters this department he is immediately impressed with the variety of patterns for he is shown all the patterns he had in mind and a great many more. An impression is made. There is no use going anywhere else to buy because what he wants is right there.

Naturally, this department would be talked about among builders and contractors and gain valuable advertising. The proprietor in conversation about this department stated several interesting facts in regard to the way it has created new business. It is just a simple idea carried out in a splendid way and indicates or reflects the personality behind it. There is only one way through which an individual or a business can grow, through activity. Such a department is the work of an active man who is never satisfied with a thing if there is something better. It beats the old way so far as service is concerned, and this kind of service creates sales and net profit. It is, too, one of the ways by which the dealer can hitch up trade to the "build now" campaign.

### DOLLAR DAY AT SPRING OPENING.

Vancouver retailers covering all lines of business are making great preparations for "Dollar Day," which was inaugurated last year with surprising results as a trade developer. It is designed as a general spring opening day for all retail stores in Vancouver, when special bargains will be offered in all lines. Transportation companies will offer greatly reduced fares in order that people from a distance may be encouraged to visit the city and participate in the money-saving opportunities awaiting them.

### ALBERTA BUSINESS MEN AND SMALL DEBTS

A province-wide campaign on the part of the Alberta branch of the Retail Merchants' Association of Canada had its culmination when a strong deputation of business men went to Edmonton to lay their views anent the proposed Small Debts Act and also on the proposed amendment to the Mechanics' Lien Act, before the Attorney-General. In addition, every one of the 130 branches of the association in the province are sending circulars to the members of the Legislature, as to the business men's viewpoint in the matter.

J. H. Ashdown, of the Ashdown Hardware Co., Winnipeg; was elected president of the Canadian Fire Insurance Co., recently.



## Why the Furnace Did Not Do Its Work

A MANUFACTURER received a letter from a dealer a short time ago which read: "Kindly send your trouble man to help me out, as the furnace which I installed will not do the work promised, and my customer refuses to pay the bill."

Of course, this request was complied with. I was the trouble man, and this is what I found: The work was well done. The furnace was carefully put together, the galvanized iron casings were lined with asbestos mill board and bright tin. The hot-air pipes were of proper size, and all covered with asbestos paper. The cold-air supply duct was made air-tight, of galvanized iron, and came direct from the factory to the furnace. In short, it was evident that the mechanic who had done this work was a thoroughly capable tinsmith and knew how to handle his tools; that the dealer had good cause to be proud of his workman.

Here was a good furnace of ample capacity, set with good workmanship, and yet the results were not such as to satisfy the customer. The dealer was at the limit of his resources and so had made a final appeal to the manufacturer for help.

### The Trouble Located

After viewing all the good points in connection with the job, search was made for the cause of the trouble, and it unearthed several facts which this good mechanic had overlooked. First, the cold-air supply entered the west side of the furnace casing and supplied only the warm-air pipes leading up from that side, as the air struck the ashpit, rose, and none went to other side to supply the pipes there. Had it entered a cold-air pit, the air would have risen on all sides of the ashpit instead of hitting one side of the ashpit and rising, or, had the cold-air collar been connected at the back of the furnace, it might have been more evenly distributed. As it was, the pipe leading from the opposite side of the furnace got no air supply to amount to anything. This was easily detected by placing the hand on the lower casing. The side where the cold-air pipe entered was cold, while the opposite side was hot enough to make a man take his hand off if he put it on with too much pressure.

To satisfy the dealer and his man of the correctness of this conclusion, the cold-air pipe was entirely disconnected from the furnace, allowing the air supply to come in from the cellar near the floor. In addition to the opening left on the west side of the casing, a hole was cut in the rear and another hole on the opposite side of the casing, leaving the furnace to take air equally on all sides as was required. The result was magically mysterious.

### Results from Simple Change

There was a large sitting room on the second floor back with a bay window exposed to the east and two windows in the side wall exposed to the north. This was soon warmed, although it was supplied only by a 9-in. pipe connected with a 4x12-in. flue, which was placed in the centre of the northerly exposed 13-in. wall. The wall was lined with a thin coating of mortar in place of a double tin riser, as it should have been in this case. This unprotected flue had but 4 in. of brick between it and the outside or northern exposure. The 9-in. warm-air pipe, 20 ft. long from the furnace to the flue, gave

surprisingly good results after the change had been made, so that there was an ample supply of fresh air coming into the furnace.

All of the eight runs of 9-in. pipe which led from the furnace were amply supplied, and a good volume of warm air was rushing through all of the registers except to the bathroom. This, though a small room, was very important from the heating standpoint, as its temperature must be maintained at a comfortable level.

As it was a comparatively short run from the furnace the dealer could not understand the cause of the failure, and again the trouble man had to impress the dealer with the fact that, where there is trouble, there is always a cause for it. We disconnected the hot-air pipe from the base of this flue. Then the workman removed the register in the bathroom and tied his shears to a piece of rope. When he lowered them down the flue we found it just like the other flue: Nothing but an opening made in the wall without any tin lining. It was made by leaving out the middle course of brick from the 13-inch wall. This flue also was exposed to the north.

### Mortar Clogs Pipe

In this instance, the flue was 4x8 and lightly mortar-coated on the inside. It was found that this flue had a side offset about 3 in., a foot above the base, and in building this flue the bricklayer, with his usual disregard of what comes after, had allowed the mortar to drop down as he built up the brickwork and the mortar had lodged in the offset, so as to almost entirely close the flue.

The good mechanic, having nothing to do with the bricklayer's work, doing only the work in the cellar and making the connections to the flues, overlooked the important fact that it was necessary to have the vertical flues free and clear to have his furnace work properly, and had not examined the flue before attaching his warm-air pipe to it to be sure that pipe and the furnace would give satisfaction. When the lump of mortar was removed, it is needless to say that the result in the bathroom was also marvelous.

Now, there was a pleasant surprise for the trouble man. The dealer frankly admitted the fault was his, not because he did not know better, but because he had trusted entirely too much to his good mechanic. He declared in future he would take time or spare the few minutes at least required to examine each job and to look into the small details himself which a good mechanic might overlook if he were hurried. Here is a suggestion for other good mechanics:

No matter how good the work is, if it does not accomplish the desired result because of the mechanic doing some part of the work negligently, the furnace man must suffer. Here the last man who does any work must bear the responsibility, and he will find it well to investigate and see if what he is doing is going to accomplish what is expected of it.

If he finds something wrong which he can put right he should do it. If he cannot set things right he must report what he finds wrong. A man who can discover the cause of troubles and right them becomes favorably known in any community, and that brings profitable business. Be your own trouble man and profit by it.—Metal Worker.



### KNOW HOW TO ESTIMATE.

The views and opinions of both manufacturers and dealers who have been in the business for some time are to the effect that some hardware dealers in smaller centres who cater for furnace installations as a department of their trade frequently miss sales because they do not know enough of this end of their business, or do not take sufficient interest in this particular department.

It happens not infrequently that when a furnace is wanted in the farm home or country school or church that the owner or trustee consults the nearest hardware dealer as to approximate cost, etc. Very often the dealer drives out to see the building, and without asking a question writes off on his return to the maker of the furnace he is handling asking him to send down a man to take measurements and give an estimate as to cost.

Much time is lost thereby. The expert comes down, drives out to look over the job, gives his estimate, and returns to town. In the meantime, the owner or trustee has consulted another dealer, or perhaps several other dealers in the nearby towns—men who know their business and so are able to figure out the cost there and then, so that by the time the first hardware dealer is ready to give his estimate the other dealers have had a good chance to talk up their furnace and perhaps land the business, as has happened more than once.

In the preceding article an instance is given of delay in the payment of a furnace account because of lack of inspection by the dealer. There are many cases of loss of business through lack of knowledge on the part of hardware dealers catering for furnace installation.

If the dealer is not well up in furnace installation work he should at least try to grasp the rudiments of what is required. If the dealer instanceed who sent for the manufacturer's expert had himself first asked some necessary preliminary questions as to number of rooms, size, idea of layout, ventilation, etc., so as to get the amount of radiation and the size of the furnace required, he would himself have been able to give an approximate estimate and put himself in a position to get into touch with the maker by mail and later put in a tender for the work.

Another point, and an important one for the dealer to consider, the dealer might get a better price for his work, as sometimes the expert, when competition is keen, will cut the price to get his furnace into the job.

The dealer should hold out for his price. The writer has in mind the installing of a new hot-air furnace in a country church to replace an old one that had the fire-box burned out. Two dealers in separate towns tendered for the work. The one, a first-class practical metal man, sized up the job and saw he could make a good profit at \$165. The other man, a hardware dealer, agent for one of the big furnace makers of the country, tendered at \$185, and got the work, because he told the trustees that he did not see how a satisfactory job could be done for \$165. It does not always do to place a low estimate on one's services.

### DOMINION SHEET METAL AT HAMILTON

A new industry, to be known as the Dominion Sheet Metal Co., Ltd., capitalized at \$300,000, will locate at Hamilton, to manufacture galvanized sheets, of which there were about 68,000 tons used in Canada last year, all of which was imported.

The bulk of the stock in the new company is held by Ohio and Indiana parties, and the new factory will be managed by A. T. Enlow, of Oshawa, Ont., who, before going to Oshawa two years ago, was connected with the Stark Rolling Mill Company and the Berger Mfg. Co., of Canton, Ohio.

A site of 4½ acres has been purchased in the east end of Hamilton, and work will be started at once on the buildings. Employment will be given about 100 people and the annual output at the start will be 15,000 tons.

### COMING TO CANADA.

The Franklin Steel Works, Joliet, Ill., who also operate a plant in Cambridge, Mass., have decided to open a branch factory in Hamilton, Ont., for the manufacture of toe caulks for horseshoes. Incorporation has been applied for with a capital of \$40,000. W. F. Pitcher, of the Franklin Steel Works, Joliet, Ill., will be treasurer and manager.

The United States Horseshoe Co., Erie, Pa., will erect a Canadian factory at Hamilton. Incorporation has been applied for, the capital being set at \$300,000. Employment will be given to 100 hands.

### A SURE-ENOUGH VETERAN.

The stove shown here is a veteran—a very great grand-daddy McClary stove. It is owned by Mrs. Farrell, living at Arva, just a few miles out of London, Ont., who states that for over fifty years past she has



cooked and baked with it to her entire satisfaction, the stove requiring in all that time only one repair, a front door. While this odd-looking old stove isn't in appearance the style of one that would be picked out with which to do our baking to-day, it has done good work. The old iron tea kettle shown was purchased at the same time as the stove.

### STOVE STORAGE SEASON.

In a few weeks from now housekeepers will begin to store their stoves for the summer, and it strikes one that it would be a good idea if dealers would go after the business of storing these, together with cleaning and repairing them during the hot weather months.



## Who's Who in Hardware Trade

Mr. J. Taylor Webb, who recently opened a manufacturers' agency in Winnipeg, entered in 1889 the service of The Thos. Davidson Mfg. Co., Ltd., Montreal and Winnipeg, and for the succeeding twenty-five years successfully represented them in various parts of Canada.

The first ten years were spent in Western Ontario, where, notwithstanding the heavy competition of the closer markets of London and Toronto, Mr. Webb so developed business that he occupied the position of highest salesman on the staff.

When the firm decided to open up Western Canada, Mr. Webb was sent to Winnipeg, and at the expiration of five years business had so greatly increased that a warehouse at Winnipeg was considered necessary, and on its completion, in 1905, Mr. Webb was appointed manager, which position he successfully held until January 1st, 1914.

At the beginning of 1914, owing to the good connection he had established with the jobbing trade, he con-



J. TAYLOR WEBB

cluded it would be more to his advantage to get into business for himself as manufacturer's agent and commission broker, and has opened offices at No. 8 Bank of Hamilton Chambers, Winnipeg. The following are some of the firms which he at present represents for Western Canada: American Smelting & Refining Co., New York; Watrous-Acme Company, Chicago and Des Moines; McGlashan Clarke Co., Niagara Falls; Bartlett Mfg. Co., Detroit, Mich.; London Foundry Co., London, Ont.; A. Meeky Co., Philadelphia; Wilson & Bennett, Chicago.

Owing to the change as outlined above, Mr. Webb has been gradually unburdening himself of outside interests in order to more fully devote himself to his own affairs, and has quite recently resigned from the board of directors of The Canadian Credit Men's Trust Association, Limited.

Mr. Webb was one of the original founders of this

organization, having taken a keen interest in its work since inception, in fact, has helped to guide the destinies of The Canadian Credit Men's Association from the time that it was started in Winnipeg, with a membership of thirty, until now it has covered the whole of the Dominion.

"It was greatly regretted that his business affairs prevented his accepting the presidency of the association for this year, for which he was in line," said an officer of the association to the Canadian Hardware Journal. "In addition to being a director he was the chairman of the entertainment committee at the head office, Winnipeg, and has been responsible for arrangement of the many delightful and instructive meetings that have been held in that city. It is the sincere hope of the Winnipeg members that so soon as Mr. Webb has organized his own business he will again resume his active interest in The Canadian Credit Men's Association. It is unnecessary to say that the good wishes of the association, as well as the good wishes of his many business friends, go with him into his new sphere of work."

Mr. Taylor Webb spent a week or two in the East early in the new year. He was quite hopeful of the outcome of trade conditions in the West.

"Except in the southern part of Saskatchewan and Alberta, where the drought did a great deal of damage, in many of the agricultural towns in the West business is fairly good," he said.

"Winnipeg," he continued, "is gradually coming to her own in regard to business matters, and will, I think, recover more quickly than any other commercial centre in Canada."

It is fifteen years since Mr. Webb left the East to take up his permanent residence there, but Time has dealt most kindly with him.

Recently he took over E. B. Loucks' interest in the wholesale hardware commission firm of Bissett & Loucks. He will be the active outside man of the business. Mr. Bissett has largely regained his health, and will take the active part in office management.

### A COMEDY OF ERRORS

The following is a copy of a letter received by the Lally Wholesale Company, dealers in plumbing supplies at San Francisco, Cal., and sent to one of the New York dailies for publication:

Mister Lali house, S. F. San Leandre, Cal.  
Dear Fren

I gotte valva witch i by from you alrite but why for gods sake you doan sen me no handel. wats the use the valva when she doan have no handel. i lose to me my customer sure ting. you doan treat me rite. is my money not so good to you as the other fella. I wate 10 days and my customer he holler for water like hell for the valva. you doan sen me the handel preety queek i sen her back and i order some valva from kraine companee.

good by

your fren

Antonia Sealmintia Dutra.

P.S.—since i rite theese i find the dam handel in the box excuse me.

### HARPING ON HIS GOODS.

An American hardware dealer gave a seasonable touch to his window picture during the week of March 17 by dressing a harp frame with cordage and making it the centrepiece of his display.



# Automobiles and Accessories for the Hardware Trade

The following article appeared in a recent issue of *Motorcycle Illustrated*. It contains a number of hints valuable to the hardware dealer in farming sections, and to those who are catering or thinking of catering to the automobile supply business.

"Motorcycle dealers, in seeking sales among farmers, should bear in mind the fact that the average farmer is much better posted on gasoline engines than his brother in the city. Ten years ago it was not an unusual thing to hear someone say, 'Oh, he's a farmer,' in a tone of voice indicating that the speaker regarded the farmer as a man of little intelligence. Now it is altogether different. Practically all of the wealth of the world comes from the farm. The modern farmer must be not only an agriculturist, but a salesman and a good mechanic. In other words, it takes brains to make a successful farmer.

"The dealer who is successful in selling motorcycles in rural communities knows this obvious fact. And it is because he knows it that he is successful. There are many other necessary factors, but that is the basic one.

"Telephone lines and the rural free delivery system have combined to make the farmer as well posted on current events as the city resident. The modern farmer studies the markets of the world. He knows where the best prices prevail for his farm products and he cultivates diversified products that can be marketed by him to the best advantage.

## The Farmer a Consistent Student

"The modern farmer is a student. He not only reads as much as his city brother, but he remembers what he reads, ponders over the facts he has gathered and forms deductions which formerly were credited to good guesswork, but which are now recognized as being the results of study and thought.

"The development of farm machinery has been wonderful within the past decade. Powerful tractors are used for plowing and all other heavy work. The horse is becoming a back number on the farm for all heavy duty. The capacity of the horse for sustained effort is very small and yet he keeps right on eating when he is not working.

"At the Minnesota and Ohio experimental stations the cost of feeding and maintaining a farm work horse for one year is estimated to be from \$75 to \$90, of which about \$20 was charged for interest and depreciation. The cost of maintaining work horses undoubtedly constitutes one of the big leaks of the farm. His idle hours mean relatively a large upkeep for a given amount of labor. When the tractor stops work the expense stops.

## Supplying the Farm Power

"There are about 24,000,000 horses and mules on the farms of the United States,' says Gas Review. 'The value of the animals and equipment is roughly estimated at \$3,000,000,000; it may be a little more or little less, but that is a fairly close estimate. The average value of a horse is \$110.77 and of a mule \$124.31, though if you start out to buy a team you will need twice that amount and then you will not get anything very fancy. However, even at the average mentioned, the total value runs into figures too large for the average man to grasp. Three billion dollars, that is about

what the farmers have invested in farm power. This does not take into account a few thousand tractors, several hundred thousand gasoline engines, and no one knows just how many automobiles. As a power user the farmer has all other business men backed off the boards, and yet he hasn't nearly enough.

"And his power is the most expensive used in any industry. It costs anywhere from \$50 to \$200 to keep a horse a year if you count all items of the expense. In other words, the farmer pays out nearly a quarter of all he receives from his land to keep his teams, and all they return for this tremendous investment is work. They are not food or clothing animals. As prime movers they are not the most efficient either, looked at from a strictly engineering point of view. They require too much care, cannot stand a heavy overload very long, are susceptible to changes in the weather, and must rest frequently and for a considerable time.'

"These facts are known to the farmer. He is thoroughly posted upon the relative value of horse power versus gasoline power. During the past few years he has been adding steadily to his gasoline machinery equipment. The gasoline engine now does all of the heavy work on the farm.

"Are motorcycle dealers doing their part in assisting the farmer to take the next step—utilize the gasoline engine for transportation purposes?

"Why don't you get after this business systematically, Mr. Dealer?

"With the farmer knowing fully the economic advantages of the gasoline engine, all that is necessary for you to do is to show him its superiority over the horse, the low cost of upkeep and the time saved between the farm and the nearest city or village. Show him how its power can be utilized to good effect in an emergency.

"Use your sidecar in demonstrating to the farmer. By actual demonstration show the farmer, his wife and the other members of his family how quickly and comfortably they can come to town with the motorcycle and sidecar, and bear in mind all the time that, in the farmer, you are 'meeting up with the man who knows' and that when you discuss the efficiency of the gasoline engine and its low cost of upkeep he understands you thoroughly."

## BULLETS FROM CANADIAN LEAD

The silver lead industry in the Kootenay, B.C., is likely to be substantially benefited by the fact that bullets for shrapnel shell, now being manufactured in Canada, will be made from Canadian lead. Hon. W. T. White, finance minister, some little time ago took up the matter with the committee placing orders for shells, and it has been arranged to the satisfaction of the smelter people at Trail, B.C., according to an Ottawa report.

Some time ago the efforts of the minister were successful, in co-operation with Sir Thomas Shaughnessy, in bringing about a continuance of smelting operations and of shipping products from the principal mines in Kootenay.

A business without advertising is like a body without a soul.



### CREDIT SYSTEM IN WEST PETERING OUT.

The subject of business methods in the hardware store, says Geo. L. Monson, of the Monson Hardware Co., Avonlea, Sask., is one that requires more or less considerable thought, as it appeared to him that there are so many branches under this heading that might require discussion. "However," says he, "I will give a general summary of our own business methods."

"We endeavor as far as possible to follow up the cash system, and when granting credit use as much care as is possible and our knowledge of our customer will permit. In a territory like ours, where ninety per cent. of the business we enjoy is from the farmers, and where there is a dependency of money from one crop of grain each year (as very little mixed farming has as yet been taken up in this territory), there is a strong tendency to use the credit system to the extreme. This abuse of their credit is one of the most difficult obstacles for the general as well as the hardware merchants to overcome, and requires most serious thought."

"The merchants of the present day are reaping the results of the early-day merchants, who granted credit



Interior of the Monson Hardware Co., at Avonlea, Sask.

indiscriminately to their customers, and what we really have to do is to break a time-honored system of granting credit to anyone who may have asked for it. This system may have been satisfactory when the merchants were able to get extremely long profits on their goods, but at the present time, when competition is a great deal keener, and a much more complete and heavier stock must be carried on the shelves, the credit system is a serious detriment, and must eventually be abolished.

"I am pleased to state that this end is in sight, and I firmly believe that it will only be a matter of a few years when the credit system in the Western prairies will be ancient history."

Mr. Monson is of the opinion that this year will clean up a great deal of the overdue accounts.

The Monson Hardware Co. do a general hardware business—heating, plumbing, tin-smithing, stoves, paints, oils, and glass, and have a store that is a credit to themselves and their town. The building is 24 by 60, two storeys high, the upper storey being used for living rooms. The store proper occupies the whole ground floor, with an 11 ft. 6 in. ceiling from floor. Twenty feet of the store is taken off for a tinshop. The store is fully equipped with modern hardware fixtures, and the tinshop has a very good equipment of tools, as well as a full equipment of plumbers' and steamfitters' tools. The building is iron-clad, and has a metal ceiling and metal walls.

### WESTERN FARMERS HAD MORE PROFIT

The Canadian West, as a whole, made more money out of the produce of its farms last year than ever before, notwithstanding the reductions which were recorded in the yields of wheat, oats, barley and flax. With cash wheat now ranging from 95 cents to \$1 per bushel, and oats from 38 to 43 cents per bushel, the net returns to the Western farmer on last year's crop exceeded those of 1913 considerably, when wheat brought an average price in the country of 62 to 65 cents per bushel, and oats sold at 23 cents. Regarded purely from the commercial point of view, the Western country had more to show for its grain crop of 1914 than for that of the previous year.

Then, in live stock production, each of the three Western provinces is richer than it was at this time last year, and the prospect is bright for still greater expansion in the live stock industry during the present year. For the first six months of 1914 five hundred thousand hogs were shipped from Western Canada, or only forty-six thousand less than the total shipments for the twelve months of 1913. Estimated conservatively, the hog business of the first six months of 1914 was easily worth a million dollars per month to the Western farmer. Very many thousands of these hogs have gone to the United States, particularly those from Alberta, which found a market in Seattle. Manitoba and eastern Saskatchewan have been shipping to south St. Paul, and a trainload a week has been consigned to Eastern Canada. The demand from these quarters has not abated in the least. On the contrary, demands from the United States, both from St. Paul and from Seattle, where the Canadian pigs have been favored, are even more insistent now than the year previous.—Norman Lambert, in the Globe, Toronto.

### C. P. R. TO CONTINUE CONSTRUCTION

In an interview Sir Edmund Osler stated that the Canadian Pacific Railway would carry out its program of construction mapped out for this year.

### G. T. P. ESTABLISHES TWENTY NEW TOWNS

New station buildings are being completed on the Grand Trunk Pacific Railway at the rate of one each week. Twenty stations have been erected recently on the main line of the Transcontinental in the Province of British Columbia. Development has been very rapid in this territory, settlers coming in as soon as the steel was laid. These new station buildings, which are modern in every respect, include Longworth, Dewey, Lindup, Aleza Lake, Hansard, Urling, Hutton, Newlands, Guildford, Foreman, Crescent Island, Legrand, Giscome, Bond, Rooney, Rainbow, Willow River, Knole and Shelley.

Hotel accommodation is also being provided by private enterprise at the more important points along the line. There has just been opened in Prince Rupert a six-storey hotel with eighty bedrooms and good cafe. At Skeena Crossing, B.C., Mile 164, on the Grand Trunk Pacific, the "Copper Tavern" was opened recently, with twenty-three bedrooms. These are indications of the increase in travel in the newly opened up territory.

The Martin-Senour Co., Ltd., have been authorized to increase their capital from \$50,000 to \$400,000.



## Canadian Trade News

J. G. Howe, dealer in paints, Ottawa, is dead.

N. Latremouille is discontinuing his hardware business at Ottawa.

Thos. Crooks, Jr., Toronto, has offered his hardware business for sale.

A small fire loss was sustained by the Dominion Bolt Co., Toronto, recently.

Myers Hardware at Stratford has received a charter of incorporation as J. R. Myers & Sons, Ltd., with a capital of \$50,000.

The Inikanshur Mfg. Co., Ltd., Montreal, with a capital of \$250,000, has been incorporated to make and deal in machinery and hardware specialties.

C. A. Lumb, manager of the advertising department of the McClary Mfg. Co., London, has joined the Army Service Corps, for service at the front.

The Montreal Ammunition Co., Ltd., Montreal, has been incorporated with a capital of \$300,000, to make, import and deal in shells, bombs, cartridges, etc.

The wife of James Boxall, of Boxall & Mathie, hardware dealers, Lindsay, Ont., died recently while visiting at Batavia. The funeral took place in Toronto.

The glue-drying frames in the drying room of the Canada Glue Works, at Brantford, were damaged by fire recently. The building being fireproof, the blaze was soon subdued.

E. J. Creeper, a member of the Ontario Retail Hardware Association, and a prominent hardware dealer of Owen Sound, was elected secretary of the Parks Board of his town recently.

According to a statement made in the House of Commons, 450 bicycles of military pattern were purchased from the Canada Cycle & Motor Company, Toronto, for the first overseas contingent. The price was \$62 each.

The Canada Model and Machine Co., Ltd., Windsor, Ont., with a capital of \$40,000, has been incorporated to make and deal in all kinds of hardware specialties and machinery. W. J. Pulling, A. N. McLean and J. A. McLean are provisional directors.

Mrs. McGregor, wife of Jas. McGregor, Oakville, Ont., won four first prizes with her white poodle in the four classes in which it was entered, in the annual dog show in that town recently. The dog, as well, won the silver cup among all the dogs entered in the show.

J. C. Birmingham, one of the managers of the Peterborough Hardware Company, has taken an important position with the Dickson Bridge Company, Campbellford, Ont., with whom he was connected before going to Peterboro.

W. D. Cargill, of South Bruce, Ont., has an amendment to the Municipal Act which purposes to add to the list of those articles which may not be peddled upon the streets the following: Coal oil, tinware, carpet sweepers, and electrical appliances. The bill has been referred to the Municipal Committee for consideration.

Captain Dineen, who has been killed in action in France, was for many years one of the best known travelers in Canada. Starting with the McClary firm, he covered Ontario, later being moved to Toronto, and then to Winnipeg. Five years ago he went to England to take a commission in the Imperial army, and was one of the first to go to the front when war started.

## BUSINESS CHANGES

### Alberta

Denzil—A. F. Tucker, hardware, commenced.

Clive—F. E. Allison, hardware, commenced.

Red Deer—H. Bradfield and E. W. Magee, hardware and tinsmiths, opening store.

Red Deer—Smith & Gaetz, hardware, furnaces and tinsmiths, sold to Day Hardware Co.

### Saskatchewan

Estevan—Estevan Plumbing & Heating Co. commenced.

Vanguard—Henderson Bros., hardware, closed their branch at Aneroid and opening one at Webb.

Blaine Lake—J. B. Clearihue, hardware, sold to H. Harradence.

Pense—Hugh McGillivray, hardware, opened branch at Stony Beach.

Tribune—H. R. Hawbaker, hardware, succeeded by Hawbaker & Brown.

Elfros—F. M. Vincent, hardware, succeeded by H. G. Sigurdson.

Wilcox—P. H. Tanton, hardware, succeeded by Tanton & Widmore.

Nokomis—Rollins Bros., hardware, sold to Mason & Durgan.

Sedley—Chisholm & Wheeler, hardware, dissolved and closed their Tyvan branch.

### Manitoba

Souris—Curry & Mitchell, hardware and tins, sold business to Box Bros., of Belmont.

Winnipeg—Est. of Linklater Bros., hardware, sold stock and fixtures to C. Tadmam.

### Ontario

Lanark—Taylor Bros., Ltd., of Carleton Place, have closed branch hardware store at Lanark.

### Quebec

Montreal—L. N. & J. E. Noiseux, hardware, succeeded by L. N. J. E. Noiseux, Reg.

### New Brunswick

Fredericton—Lawlor & Cain, hardware, dissolved. Joseph Cain continuing.

### Nova Scotia

Liverpool—E. J. Wright, hardware, sold to McClearn Hardware Co., Ltd.



From the far north.—Joe Beath, of the Cochrane Hardware Co., and Frank A. Child, hardware dealer at Cochrane, Ont., out after business (which they got) 50 miles from Hudson Bay.



### HELP THE RETAILER, MR. WHOLESALER.

A communication from the secretary of the Retail Merchants' Association in Saskatchewan respecting the wholesalers' practice of omitting weights from their bills of lading, was published in *The Credit Men's Journal*. The secretary writes as follows:

"We have received a number of complaints from retailers throughout the province that some wholesale firms do not show the weight of their shipments on the bill of lading.

"For this reason it is necessary for the railway company to either weigh or guess at the weight of a shipment and bill it out at their own weight. There appears to be considerable doubt as to whether these weights are always correct, and some retailers seem to feel that they oftentimes pay for more than there actually was, but as in the great majority of cases they have no means of weighing the shipment themselves, particularly the larger pieces, they have to accept the weight as charged for by the railway companies."

There are many such points as this that come up in the process of producing and distributing goods in which a little more co-operation between the various units of production and distribution would effect big savings for someone and would unquestionably make the course of business smoother.

The retailer is often faced with the difficulty of having to carry on his business inefficiently because of the comparative smallness of it. Where the wholesaler or manufacturer can and must afford a highly developed clerical system for the checking of goods and of accounts, the retailer very often cannot afford even the equipment to weigh his goods as he receives them.

Where the wholesaler can help out the retailer in such cases, he should do so, for by so doing he improves the temper of his customer and the general efficiency of the distributing system.

### HINTS TO FENCE BUYERS.

At this season of the year, the farmers of Canada and the dealers who "sell" them are being handed all sorts of advertising "dope" by the manufacturers of various brands of wire fencing. Some statements that are made are based upon facts, some decidedly otherwise. For example, one maker will say that his fence will last twice as long as that of his competitor; another will tell that his wire will stand three dips in acid solution as against two by that of his competitor; and still another asks one to believe that his fence, made in part of No. 12 wire, will outlast that of any fence made of No. 9 wire. Do such inconsistent statements appeal to practical judgment or common sense?

The Banwell-Hoxie Wire Fence Co., Hamilton, state that all good fence wire should stand from three to four one-minute immersions in the standard acid solution. Light-weight wire does not take as good a coat of galvanizing as does the larger-gauged wire. Wire made by the open-hearth process is more durable and will last much longer than that made by the Bessemer process. The larger amount of impurities contained in the Bessemer wire make it very susceptible to rust and consequently less durable. There is a limit to the amount of galvanizing that can be successfully applied to fence wire. If too heavily coated, the wire cannot be spliced or woven into fencing without peeling or flaking of the galvanizing, leaving the wire bare, or exposed to rust. Good fence wire must also be uniform in temper, hard, yet tough and elastic.

It is important that orders be placed with a reliable dealer who handles a reliable brand of fencing, made in Canada, by a manufacturer of unquestioned reputation, and one who is willing to stand back of it with a full guarantee.

### HARDWARE SPRING OPENING

The annual spring opening and demonstrations at the Ingram & Davey hardware store, at St. Thomas, Ont., on March 29, attracted large crowds. Nine representatives of manufacturers demonstrated the merits of their particular lines of goods. The Ladies' Guild of Trinity Church served tea and held a food sale for the benefit of the soldiers at the front and were well patronized. Enjoyment was added to the day by the music rendered by Taylor's four-piece orchestra.

### NEW "GARLAND" REPRESENTATIVE IN EAST

Allan Tilley has been appointed Eastern representative for Bowes, Jamieson, Ltd., Hamilton, handling the territory from Kingston east through Quebec and the provinces. Mr. Tilley was formerly with Hanson & Tilley, of Montreal, and owing to his long connection with the stove trade in that district, over twenty years, his friends will, no doubt, be glad to renew their acquaintance with him. The line which Mr. Tilley is selling comprises a complete range of coal, wood, gas and oil ranges and cook stoves, hot plates, ovens and furnaces, and as the Garland line has been well known throughout Canada for the past third of a century, this, coupled with the strong connection Mr. Tilley had, assures his immediate success.

### A CALL TO BUYERS OF SPRING HARDWARE

Under the title, "A Message from Weichel's," M. Weichel & Son, Elmira and Waterloo, Ont., have gotten out a 40-page catalogue, giving suggestions and hints to buyers of spring hardware. As the firm in their introductory note say: "In submitting this little booklet to you, we are confident you will find it a handy reference guide to make your spring purchases of hardware. If you intend to build a house or barn, renew your fences, do any painting, or if you are in need of farm or garden tools, you will find it to your advantage to study the goods and prices contained herein. If you buy an article here and find it in any way unsatisfactory bring it back and get your money. We don't want your money unless you are satisfied and you have your money's worth. This is not sentiment, it's business. It pays us to treat you right."

Between the covers are a great variety of articles that will be wanted about the home and the farm in spring time, and Weichel & Son are to be commended for the helpful suggestions and illustrations of spring hardware articles. May it bring them much business.

W. A. Templeton's hardware store at Winnipeg was damaged by fire recently.

C. A. Haddrell's hardware store at Spy Hill, Sask. was burned recently.

J. J. Corbett, who for the past four or five years has handled the credit end of the business of the Miller-Morse Hardware Company, Winnipeg, has accepted a position with Foote, Schultze & Company, of St. Paul. J. C. Craig, who has been associated with Mr. Corbett, takes charge of the credit end of the Miller-Morse business.



# SALESPeOPLE

## Your Work is A Game

*How to play to succeed.*

**Y**OU wish to rise in your business. You have a great advantage if you have made an early start. The race is to the swift and the battle to the strong. Most of the men who have been great successes have gone to work young and have made their early years tell.

In every store one clerk "knows." Everyone turns to him for information. The clerk who "knows" is in line with "Opportunity." The day is sure to come when he is called to take a higher job. Some clerks know a lot, but they know the wrong things. They know things that don't help in business, or they know things that help, only they don't know them thoroughly. Study things that matter to the very bottom.

### Be Observant and Curious.

Cultivate the habit of observation. Be curious. There is a lesson in everything. Wisdom crieth in the streets. Listen to her. Seek the reason of things—think it out. The clerk who has eyes in his head is on the job. His mind is Johnny-on-the-spot. His mind is not somewhere else, wool-gathering.

Learn something about your business every day. Don't say to yourself: "Oh, I will learn—it will come to me." That's drifting. Say to yourself every morning: "I will learn. I will learn every day." At night ask yourself: "What have I learned to-day? What do I know I did not know yesterday?"

### Begin the Day Well.

Opportunity usually comes to a young clerk through some older man. Therefore you must attract attention. You must gain a reputation for punctuality by being punctual—in the morning—at the lunch hour. You must gain a reputation for industry by being industrious. A good day's work starts the night before with a good night's sleep. That's what tango dancers don't remember.

### Appearances Count.

Be of good appearance. We take people at their face value. Therefore shave every day. Shine your shoes every day. The man who is careless in his dress may be a careful bookkeeper, but the world won't believe it. Only millionaires can afford to go shabby.

Cultivate a pleasant manner. Everybody likes a sociable person. Man is a gregarious animal. Don't look glumly at the boss as if he were to blame for the small salary you are earning. A man who is rich to-day attracted his employer's notice by a witty answer. He was lying full length on a case of screws waiting for the elevator to return to the cellar. Suddenly the boss stood over him and remarked: "You look very independent." The clerk, without moving, answered: "Any man can be independent on ten dollars a week."

### Make a Game of Your Work.

Make a game of your work and it will be easy. If you had to walk five miles up and down hill you might call it tiresome work. But if you play golf you forget all about the walking; you are interested in the game. You don't get tired. You are sorry when the game is

over. Every sale made or lost is a game. Every day in business is a game. It is the most interesting of all games. If your work is not a game to you, you will never succeed.

If you want to be a success you must compete with yourself. You must lay out your day's work and see if you can do it. You must measure its quality. You must be your own taskmaster. Lay spurs on yourself. Plan your work—then work your plan. Cut down time-eaters and interrupters. We all catch trains, because we know they won't wait. No. 1 would never reach Vancouver on time if the time-eaters had their way. They would "talk things over" at every station.

### Don't Be Too Big for Your Job.

In a certain firm the partners quarrelled where their desks should be. One partner took a desk near the back door. The world will make a path to the desk of the strong man, even if it be in a back lane. A corporation quarrelled about the rank of officers. One man took no title. He was simply a "director." When the financial storm came this simple "director" took the helm. All this means not to quibble and squawk about place and office, but make it your ambition to be the main works in your little boiler factory. The man should give dignity to the position, not the position to the man. Last, but not least, devote your thoughts to the success of the business.

## ARE YOU MAKING A GOOD IMPRESSION?

*By a Traveller*

Clerks, as a rule, are not aware that they are always advertising themselves. Not only their customers, but the travellers very quickly notice anything in their manners or service which is in advance of the ordinary man behind the counter, and this may lead, and often does lead, to very good positions. Every clerk who wishes to rise must make progress every day in his occupation. A good many clerks look sleepy and are longing to get at something better, but no traveller would recommend a young man for a responsible position unless he is qualified to fill it. A good delivery boy has a better chance to secure advancement than a poor clerk. If you are working in a store, you must measure up to a certain standard before you can expect anything better, and this you can only reach by taking means to acquire the knowledge necessary to give your employer the best service. Some clerks often try to look smart when they tell you, rather boastfully, that they take no time to read trade papers, but these are not the men who get the good positions, but they are advertising themselves all the same.

### LEARN AND EARN

**E**DUCATION cannot give you a mind any more than agriculture makes soil. But education can make that mind of yours yield a crop. When considering a vocation, a man should say to himself, "What can I earn?" and then put the letter "I" before earn and ask "What can I learn?"

The trouble with too many people in this old world of ours is that they believe they have gotten beyond the stage where they can learn anything. The average man of to-day is more interested in the word of four letters than he is in the word of five letters, which is the reason there are more failures than successes.

Failure is often due to the fact that we do not have a comprehensive and intelligent understanding of just what is required of us in the work we have at hand.

—The Business Philosopher.



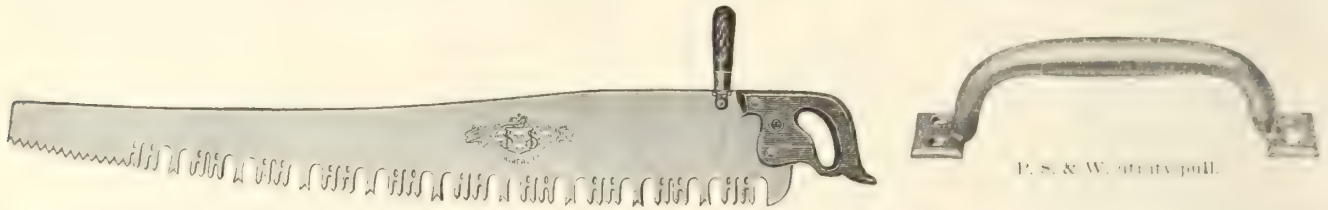
## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Simonds Canada Saw Co., Montreal, have brought out a lance tooth, sway back one-man saw, such as shown in the illustration. This Simonds No. 237 saw should be an especially popular seller among hardware dealers located in all sections where there is light timber to be cut. Timber which does not require more than one man cutting can be handled more quickly and with less effort when a man has a saw of this kind in his hands, than with practically any other

holding screw with grips on outside to hold in wood, cement, stone or glass. These screw-holes are driven in easily, no extra tools being necessary; they are durable, and make a neat hole. These screw-holes entirely eliminate the plugging with wood of used holes by the insertion of one of these little articles, making the hole ready for use again. They are adaptable to a great many uses and make a neat hole or plug whether used or not.

Peck, Stow & Wilcox Co., Southington, Conn., and Cleveland, Ohio, recently added to their line a handsome and substantial wrought pull for screen and other light doors, sash and cabinets. This "Utility Pull," as it is called, is designed to help out the dealer's screen door business by enabling him to put a more attractively fitted door on the market at a better price. The pull



P. S. & W. Utility pull.

kind of a saw operated by one man only. These saws are warranted by the makers, and owing to the fact that the company makes its own steel their cross-cut saws are unusually successful.

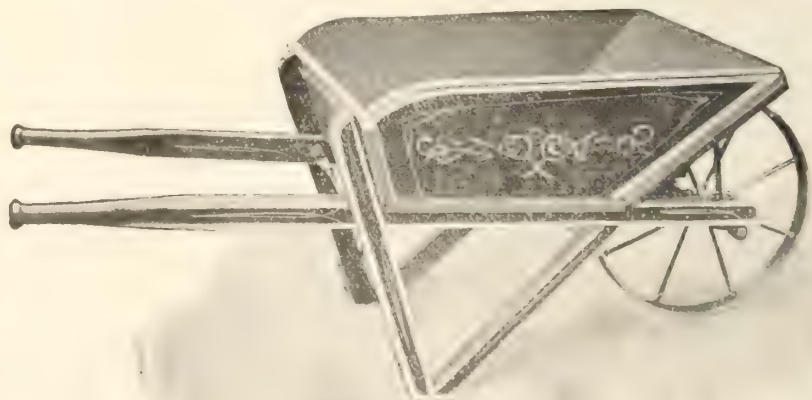
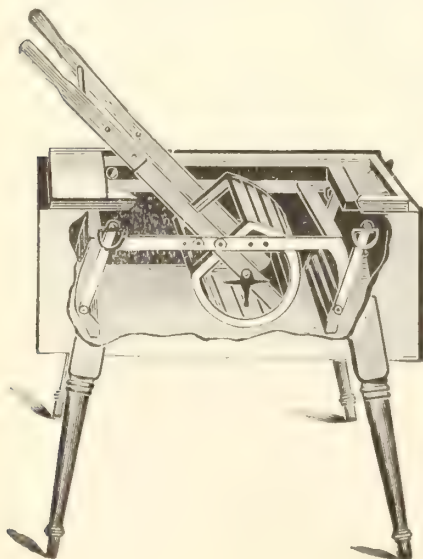
The Thos. Davidson Mfg. Co., Montreal, are bringing forward their line of Frost River all steel refrigerators, which are said to have double the life and double the efficiency of other refrigerators. The other claims made for these galvanized sheet steel refrigerators are their convenience and sanitary features; they will not shrink or fall apart; they are odorless; use less ice, and are exceptionally cold. These refrigerators are made in Canada. The food chamber has snowy white hard-baked smooth enamel walls, with rustless tinned wire shelves. The drip pipe is carried outside the body and not through the food chamber. The "Frost River" is made in three sizes.

The Stine Screw Holes Co., Decatur, Ill., have just brought out a new idea in the nature of a brass screw-hole for holding screws firmly in places where they have been used before and in many places where it has been impossible heretofore to use them at all. The screw-hole is a small brass plug threaded inside for

is simple, but attractive in design, full sized for an easy grasp, and is unusually well made, the result of especially good die work. It can be furnished in either wrought steel, wrought bronze or wrought brass, with any of the ten finishes most popular with the trade. The company announce that this new pull has already proved itself a seller and expects to have a big production on it.

The Schultz Bros. Co., Ltd., of Brantford, Ont., have brought out two new articles, one is an exceptionally strong wheelbarrow, especially designed for contractors and heavy hauling. When loaded and raised for pushing, the load is well over the wheel, requiring little effort in lifting, so that almost the entire exertion can be made for pushing. The legs are braced and supported and will not come loose from usage. The box and frame is all hardwood, while the wheels, shoes and braces are wrought iron.

The other article is a washer that has a double action, giving the clothes a pressure and suction treatment, but so gentle that there is no wear and tear on the clothes. The machine is easy to operate and will soon dispose of a fair-sized washing. One of the washboards is made



Double-action washer and heavy hauling wheelbarrow, made by Schultz Bros. Co., Ltd., Brantford, Ont.



adjustable so that a small quantity can be washed as perfectly as a whole batch.



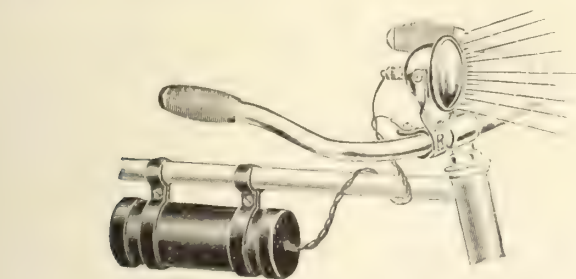
**Tarbox Bros., Toronto**, have put on the market this spring a new mop for large users who want a mop that gives a big sweep. This is named the "Ohio" mop, and is made of Eureka yarn, a Canadian product, 100,000 pounds of which has been purchased to make up into mops this year. This "Ohio" style mop is so constructed that marring of the base of walls, desks, or other furniture or floor, is eliminated. All the metal fixtures are completely covered by fabric far back of the working faces. It is especially suitable for janitors. The handles are liberal in size. The heads are 17 inches long and weigh 16, 20 and 24 ounces.

**Metal Specialties Mfg. Co., Chicago, Ill.**, have in their "Presto" electric hand lamp, with reflector, one of the latest electrical devices. The reflector is mounted on a pivot, so that the light can be turned in any direction. This is mounted or attached to the top of any ordinary dry cell and operates on the current from the cell. It is one of the most simple and clever devices of the sort yet produced, and should prove a great convenience to the autoist, housewife, physician, farmer, plumber, inspector, in store or factory, barn or garage, cellar or attic.



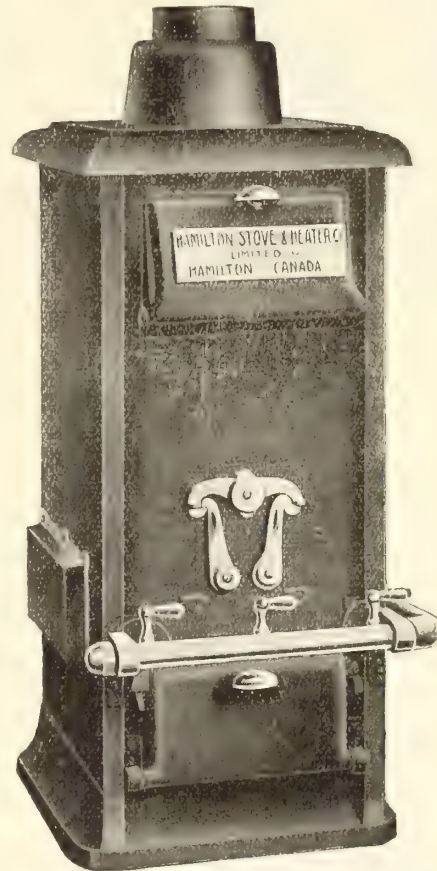
It is safe to use around gas, gasoline, oil or hay, for it cannot ignite anything inflammable. It is clean, has no smell, heat or smoke. It is fitted with a powerful bullseye lens and tungsten bulb, mounted on a bracket. Two holes are provided in the bracket so that it can be attached either to the type of cell having a projecting carbon or with a flush cap over the carbon. A switch is located at the point where the connecting wires attach to the bullseye reflector. The Canadian distributors are: W. B. Morrow, Toronto, distributor for Ontario; H. Wheeler, Montreal, distributor for Quebec; Henderson & Richardson, Montreal, distributors for Maritime Provinces; H. S. Musset, Winnipeg, distributor for Manitoba; Ernest & Martin

Bernet, Vancouver, distributors for British Columbia.



The Metal Specialties Mfg. Co., Chicago, have also added to their line a "Presto" electric bicycle lamp, operated from an ordinary No. 6 dry battery, which can be attached to the handlebar of any machine. It is furnished complete with sufficient wire to reach from

the bicycle lamp to the battery, which is placed in a metal container equipped with clamps to attach to the bicycle frame. The reflector on the same is adjustable, so that the ray of light can be thrown on the ground directly in front of bicycle at any desired angle. It is always ready to light and is absolutely safe. It eliminates danger of the rider being burned in case of a fall. It is clean, and has no smell, heat or smoke.



**The Hamilton Stove & Heater Co., Ltd., Hamilton**, have this season put on the market a "Souvenir" garbage incinerator for use in any kitchen. It is an advance over the garbage pail. Gas is the fuel used. The incinerator is an odorless garbage receptacle until there is sufficient accumulation to necessitate starting the burners. Wet garbage does not injure the Souvenir. The intense heat generated dries and consumes all garbage, leaving nothing but a handful of sterilized ash. It is economical in consumption of gas, and its

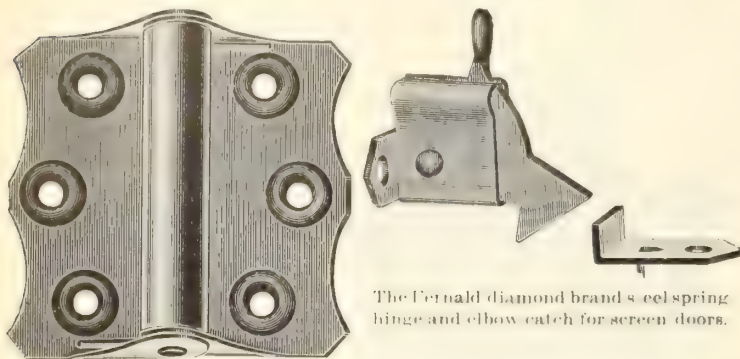
cost of up-keep is negligible. There is no expensive plumbing connected with the installation of the Souvenir. It is simply connected with the chimney flue and gas main that serve the gas range. It is sanitary, safe and efficient. The Souvenir garbage incinerator will soon, say the makers, be considered as necessary to the equipment of the modern home as the furnace or the refrigerator.

**The Billings & Spencer Co., Hartford, Conn.**, have recently placed upon the market the new B. & S. adjustable angle wrench and the B. & S. adjustable alligator wrench. The angle wrench follows the lines of the company's regular automobile wrench. The jaws, however, are placed at an angle of about 25 degrees, insuring convenience to the user in reaching nuts located in narrow spaces, etc. The thin jaws and knurl are of ample size, adding to the utility of the tool. This wrench is drop-forged throughout, and it is made of open hearth steel. It is manufactured in sizes of 6, 8 and 10 inches, and in semi-finished, full finished and nickel-plated styles.

The B. & S. adjustable alligator wrench is also a modification of the company's automobile wrench. The bar, with the serrated jaw placed at an angle, is drop-forged from tool steel, insuring great durability. The sliding jaw is also a drop-forging and it carries a knurl of ample size. This wrench is stated to be both strong and convenient. It is made in the same sizes and finishes as the company's angle wrench.



The Fernald Mfg. Co., Inc., North East, Pa., have just put on the market a new screen door spring hinge, No. 90. Whenever a screen door is opened this hinge is right on the job to close it. It's another one of the Fernald family of summer conveniences—with their well-known high standard in quality of materials and



The Fernald diamond brand steel spring hinge and elbow catch for screen doors.

workmanship. This hinge is of the non-holdback type, which keeps the door constantly under tension, even when it is opened flat against the wall. Stamped steel is used throughout this hinge. The coil spring is enclosed in a steel barrel. The finish is baked Japan. They are packed six pairs to a box.

Another new article under the Fernald diamond brand is a wrought metal elbow catch. The lever of this catch is operated by a coil spring of brass wire. Only one screw is needed to strike for it is stayed in place by a stamped prong. They are packed three dozen to a box without screws. No. 7 elbow catch is of wrought steel with brass finish; No. 7B elbow catch is solid brass.

The Pike Mfg. Co., Pike, N.H., have put out this spring an assortment of oilstones, designed especially

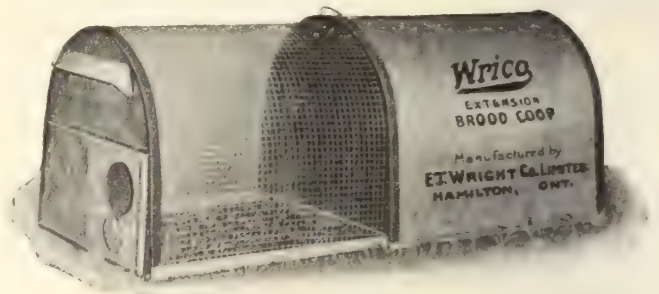


for the small trade. This assortment is known as the Pike Ideal Assortment, and, as the illustration shows, is put up in an attractive form. The case makes an

ideal counter display, showing, as it does, a variety of Pipe oilstones for various purposes in compact and neat form. The stones are of the same uniform quality of all the Pike stones, and the assortment should prove attractive to those dealers for whom it is specially intended.

Henderson & Richardson, Montreal, have brought out this spring a new special model "O" of their "Epoc-Vac" (vacuum cleaner). It is a beautifully modeled machine, finished in fine mahogany, with heavy nicked parts and coated with three-ply veneer. It has three bellows, two pan openers, an air-tight nozzle front, the nozzle being 12 inches wide. The "Epoc-Vac" also has a large removable and adjustable brush of the best quality. The machine is a special cleaner offered at a special price, the workmanship being first class in every detail.

E. T. Wright Co., Ltd., Hamilton, Ont., are this season introducing a "Wrico" anti-rust extension brood coop, which is well ventilated, warm and weatherproof. The number of chicks saved from a single brood will soon more than pay the initial cost of the coop. In bad weather or during cold nights the coop can be closed, thus offering a snug, warm harbor for the hen and her family. The coop is made of heavy galvanized iron, has a removable bottom, and is so constructed that the chicks are made immune against the ills of their young



lives, and also keeps them safe from all kinds of rodents. When closed the coop is 24 inches long by 20 inches wide, and extended reaches 46 inches.

The Watrous-Acme Mfg. Company, Des Moines, Iowa, have added to their large line of screen hardware two new hangers for screens. No. 18 is a flat hanger, intended to be used where the screen and rabbet are of the same thickness. The part which goes on the rabbet is attached with nails. Screws are provided for the part going on the screen frame. The hanger is of great simplicity and it is very easily set in place. It is also strong enough for bearing five or six times the weight which is put upon it.

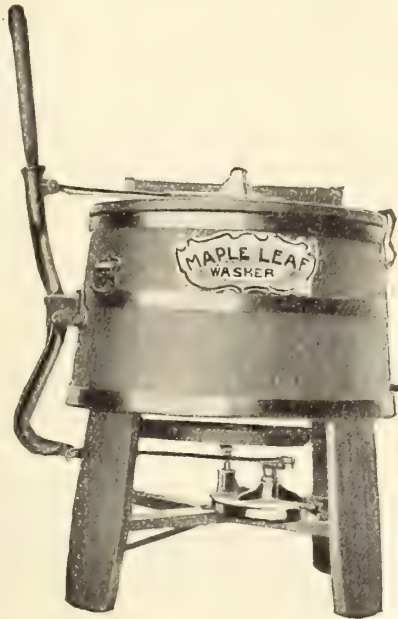
In cases where the screen frame is lighter than the rabbet, the No. 119 hanger is used, this model being the same as the No. 118, except that the part for attaching the screen frame is offset  $\frac{1}{4}$  inch. Both styles of hangers are packed one dozen sets in a carton, complete with screws and nails, and they are furnished in either black japanned or hot galvanized finish.

The Wm. Cane & Sons Co., Ltd., Newmarket, Ont., are pushing through the hardware trade the only "made-in-Canada" ice cream freezer, in their "Peerless." It is a first-class freezer, being fast, economical, simple, and easily turned. The "Peerless" is sold on a full guarantee basis, and has proved satisfactory in performance and quality of material and labor for a year without a complaint from any source or any cause.



The Sherwin-Williams Co., Montreal, have issued a neat new wall calendar. Starting with March it continues round to February, 1916. This year's calendar is used to advertise the S-W Old Dutch process white lead, and to bring prominently forward the guarantee which appears on every O.D.P. white lead container—"This package warranted to contain nothing but pure white lead ground in strictly pure linseed oil, and we pay one ounce of gold for every ounce of adulteration it may be found to contain."

**The One Minute Mfg. Co., Toronto,** are this spring bringing out a new and improved "Maple Leaf Washer." It is all that can be desired in a hand-power washing machine, the most modern method in machine construction having been adopted and incorporated. The tub is made of selected Louisiana cypress; the dolly or agitator is turned from soft elm, and adjusts itself up or down according to the amount of clothes in the machine. The mechanism is somewhat similar to the One Minute machine, which is known from ocean to ocean, with this important difference and decided improvement—the gearing is enclosed in a gear case and is imbedded in hard oil, mounted on ball bearings, eliminating all noise. The company are giving the exclusive agency for the "Maple Leaf" to one dealer only in every town, the first dealer applying being given the preference. The machine is guaranteed to give satisfaction or money is refunded. This speaks well for the washer.



### KILLED IN ACTION

Private Joseph Theobald, Toronto, has been reported killed in action in France. He had been employed for the last four years at the Toronto Hardware Co.

### MARITIME HARDWAREMAN HONORED

F. W. Sumner, of the Sumner Co., hardware dealers, Moncton, N.B., has been appointed Agent General for New Brunswick, and has gone to London, Eng., to fill that post. He has accepted the office and offered his services to his province, refusing to take remuneration for what must be valuable work. The Moncton Board of Trade tendered a complimentary banquet to him before leaving for England.

A window stunt put on by an American hardware dealer, recently, consisted of a display of Big Ben alarm clocks, all of them running with alarms set. At intervals the alarm of one or other of these clocks went off, which always drew a crowd to see the display.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

**The Sarnia Metal Products Co., Ltd., Sarnia, Ont.,** have recently published two new booklets devoted to their manufactured lines. One of these describes and illustrates their high grade galvanized sheet metal building material. Sarnia sheet products are made from "keystone" copper bearing sheets, which engineers recognize as among the highest grade of galvanized sheets in the world. These sheets are used for roofing and covering purposes generally, and the plant at Sarnia, one of the most modern in the country, is in a position to give prompt service. Besides metal roofing material this company make eavestrough, metal culverts, and, in fact, all manufactured sheet metal products, and have special booklets issued on every one of their manufactured lines.

The other booklet describes the Sarnia galvanized steel tanks for the farm. Among these articles are stock watering and small storage tanks—wholly round, round end, and square; round bottom watering and hog troughs, wagon tanks, sheep dipping tanks, storage tanks, and covers for all kinds of steel tanks.

**C. S. Norcross & Sons, Bushnell, Ill.,** have just published their 1915 catalogue descriptive of Norcross garden cultivator hoes and weeders. The 5-prong hoe is the product of years of experience in the exclusive manufacture of this special type of garden implement, and is a recognized standard in the hardware trade. The fingers work around the delicate plants without injuring them, stirring the soil to any depth and leaving it level and loose. The middle prong may be removed so that the hoe may straddle the plants when working rows.

The 3-prong hoe is a modification of the larger one, being smaller in size, weight and price. The prongs are detachable, and the quality and finish are the same as in the 5-prong tool. It is the thing for small home gardens and for women who delight in gardening and who prefer a light tool. The Midget Weeder is constructed like the other two hoes, but is much smaller in weight and size, being chiefly designed for gardens.

The Norcross tools have detachable sockets, by means needed with a wheel plow.

**Wiley & Russell Mfg. Co., Greenfield, Mass.,** have gotten out a new catalogue descriptive of their goods embraced in the Greenfield Tap & Die Corporation lines. The catalog is No. 36. The Wiley & Russell taps, dies and screw plates are known to the hardware trade through their trade marks—"Lightning" and "Green River," which are guarantees of their worth. These goods are much used by automobile garages and bicycle repairers, machinists, and model makers. The taps come in nearly five thousand sizes and styles; so do the dies; and there are nearly eight hundred sizes and styles of reamers made by Wiley & Russell described in the new catalogue.

### TO SHAVE SOLDIERS AND SAILORS.

According to a statement made in the House of Commons at Ottawa the other day, since the war broke out the Canadian Government has purchased for the army 62,363 razors, at a cost of \$4.85 to \$9 per dozen, and for the navy 50 razors at \$5.84 per dozen.



## Market Situation

**Hardware Markets.** Since the beginning of March there seems to be a revival of trade, so far as the hardware field is concerned. There is no big resumption of buying, but the feeling is decidedly better than it has been for six or seven months. As the month developed the improvement became more marked and the higher tone is still maintained with the outlook very bright.

Collections have been better also, and as stocks are low, if confidence could but be instilled, the hardware trade would this spring see a larger volume of business passing than was the case a year ago. The "paint-up, clean-up" campaign may or may not be responsible for the large movement in paint lines—it certainly is good, if manufacturers' reports are to be relied on, and the various stunts that have been put on by the larger dealers have brought to them added business.

A great many price changes have come into force since a month ago. All of them are practically advances and all of them, too, due to the added war tax.

\* \* \* \*

**Metal Markets.** The stiffening up of most of the metals has improved the situation, if it has not induced extra buying, though the war has brought about some good buying, too. The orders that came to a Canadian steel plant from a United States railway, involving 35,000 tons of 90-pound open-hearth rails, helped the better trade feeling throughout the Dominion. The tender of the Canadian mill was \$5 per ton under all others, and this will save the railway company \$175,000. Better news is coming from other Canadian steel manufacturing concerns. Not only are large orders for shells from the allied nations occupying the attention of companies all over the country, but the finished steel is in demand. One Eastern firm has been running about 60 per cent. capacity, and indications are that they will continue to do so for a considerable time to come.

Another big Toronto concern just received the largest single order that has yet come to a Canadian plant. The amount of the order is practically limited only to the capacity of the plant. It is for shrapnel shells of various calibre. Within Canada alone there are already over two hundred firms at work now on the manufacture of shells. Some of the large Toronto firms will be enabled to employ more than their usual number of men from now forward.

Another favorable feature is the recent advance in the price of steel in Britain. This will help considerably, because, account of the slackness in construction in Canada, the steel plants of this country have been shipping all the steel over and above actual requirements for the making of shells to Britain. The one difficulty facing the industry now is shortage of ocean room. This has been overcome in some cases by the chartering of lake vessels as ocean-freighters.

Canada's pig-iron output in 1914 was 30 per cent. less than in 1913, according to official figures, the total being 783,164 net tons. The estimated value of this was over \$10,000,000.

\* \* \* \*

**Heating Lines.** The changing seasons are bringing about inquiry as to summer heating lines. Several new gas and oil stoves are com-

ing out this year. Nearly every maker has at least some one new stove to offer. The present war and its consequent patriotic feeling is responsible for many new names on the 1915 stoves. Trade is steady, though not very active. Prices hold unchanged.

\* \* \* \*

**Paints and Oils.** The spring is usually the best part of the year for paint makers and dealers, and the present year is keeping up to the record. One manufacturer, writing to the editor, says the past month saw "the most strenuous rush we have ever had in the history of the business, which has occasioned our working almost night and day."

Prices in some paint commodities have advanced within the past fortnight, and the various plans and schemes to work up trade, particularly the clean-up and paint-up campaign, have stirred things sufficiently to make it worth while for manufacturers and dealers to co-operate with the public authorities in these public undertakings.

Shipments of paint have been good all through the month and so far in April the record of movements is being kept up.

### PRICE CHANGES OF MONTH

In metals, aluminum has advanced a cent; antimony to 25c.; brass rods up two cents, sheets eight cents, tubing two cents; copper a cent; black sheets 15 cents; Canada plates ten cents; all brights 25 cents; galvanized plates have gone up to 25 cents above the \$5 mark, and some brands of galvanized sheets have advanced from ten cents up; Canadian lead has gone to \$5.60; spelter has advanced nearly 75 per cent.; zinc, too, has gone up 33 1-3 per cent., and tin nearly 25 per cent. Solder has advanced eight cents a pound, and nearly all tinplates have gone from 25 cents to a dollar higher. Even old materials have gone higher, in sympathy with the newer metals. Iron pipe advanced about the middle of March, galvanized on 1-inch base 34 cents.

In the paint field, all lead products are up, arsenate half a cent a pound, and white lead from 15 to 95 cents higher than last month. Zinc, too, has advanced from 25 to 50 per cent. on various grades.

In heavy hardware, chain, horse and wire nails, some wire lines, poultry netting, fence and wrought staples are higher than a month ago; and in general hardware, bolts and nuts, some brands of building paper, rope and twine, rivets, sad irons, serews, wheelbarrows, wire cloth, churns, and galvanized ware, all have gone to higher quotations.

### GENUINE PARIS GREEN SOLD IN CANADA

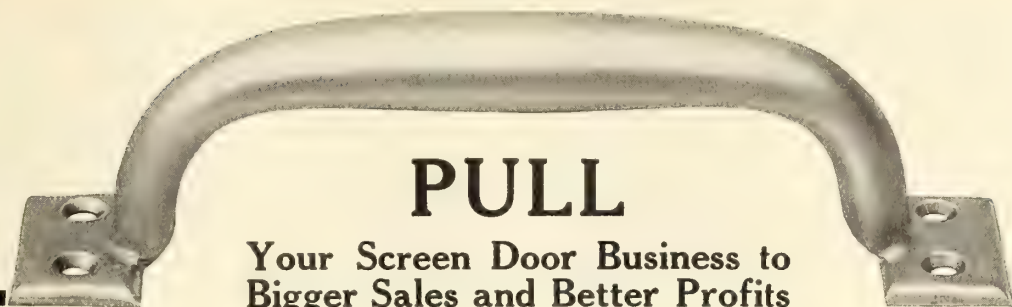
A. McGill, chief analyst for the Dept. of Inland Revenue, has submitted a report to his department showing a very gratifying result, in that adulterated Paris green is practically unknown on the Canadian market. Of 24 samples gathered from dealers all over Canada, consequent upon complaints received that an article of an unsatisfactory character was being offered, every one of the samples tested proved to be genuine. This is the best record shown yet, and since 1895 the percentage of adulterated Paris green sold in Canada has been on a declining scale.

"Brown's an inquisitive chap. Coming home from the club last night he climbed up a high gate post to see what the sign was at the top."

"What was it?"

"Wet paint!"

—Judge.



## PULL

**Your Screen Door Business to  
Bigger Sales and Better Profits**

Your trade will gladly pay more for screen doors fitted with good-looking, substantial wrought pulls in place of the flimsy kind. And you will boost your spring and summer screen door business and your sales of this kind of hardware if you have in stock and are displaying the

### PEXTO Utility Pull For Doors, Sash, and Cabinets

Handsome in design, full-sized for a comfortable grasp, strong and well-made, this new Pexto Pull has been a big seller from the start. Can be furnished in wrought steel, bronze or brass, in any of the ten finishes most popular with the trade. Packed one dozen in a box with screws. Two gross boxes in a case, weight 55 lbs.

*Get your order in quick for immediate business*



The Peck, Stow & Wilcox Company

MFRS. Mechanics' Hand Tools, Tinsmiths' and Sheet Metal  
Workers' Tools and Machines, Builders' and General Hardware  
SOUTHINGTON, CONN. CLEVELAND, OHIO



## "Alabastine Week" is on again

**This Year---April 1st to 17th**

Here are 14 days of selling for Alabastine—the Made in Canada Wall Coating, in better demand than ever.

**Hold this "Week" in your Store.**

**Send for our Window Trims if you haven't them.**

**These trims are big---in Alabastine Colors---**

**They will tie up to our National Advertising.**

**This Window gets folks into your Store.**

**Show them how easy to apply---how Sanitary.**

**How flat it may be laid on by unskilled hands.**

**How Coldwater Alabastine is better.**

**Make this week a big one for Alabastine.**

**The Alabastine Co. Paris, Ltd.**

**The Alabastine Co. Paris, Limited, Paris, Ont.**  
I find my last year's Alabastine trims are in good condition  
I do not need any more. Faded. Broken. I will trim an Alabastine win-  
dow and push it from April 1st to 17th.



### DISSTON SAWS AND TOOLS AT FRISCO

Henry Disston & Sons, Inc., of Philadelphia and Toronto, early recognizing the importance and value of the Panama-Pacific International Exposition to the business world, were among the first to apply for space in the Palace of Manufactures, with the purpose of making an exhibit that should be in harmony with the exposition, and also with their own standing as among the oldest and largest manufacturers in the world of a full line of saws and saw tools from raw material to finished product. Their display, now installed in a fine corner location, indicates that they have successfully carried out their intention with great credit to themselves. The exhibit as a whole adds materially to the special features of the Jewel City, and also very appropriately commemorates the seventy-fifth year of

of the keystones, and in a pyramid in the centre of turret between the inner edges of the keystones are shown saws of every description, from the smallest to the largest in commercial use. In addition to the saws and saw tools and files, an extensive line of kindred tools, such as plumbs and levels, bricklayers' and plasterers' trowels, squares, bevels, mortise gauges, screwdrivers, machine knives, barker, chipper, molding, leather splitting, paper trimming, cane and cloth knives and machetes are also displayed. In the centre of three of the keystones there is a revolving disc, on which various saws and tools are symmetrically arranged.

On the faces of the other five keystones are all kinds of hand and power-driven saws for cutting wood, metal, ivory, bone, fibre, and other compositions. These



the house of Disston in the business of manufacturing good saws—1915 being Disston diamond jubilee.

There are few industries that do not use the Disston products in some form. Most people will be keenly interested in the tool and saw display, and will be amply repaid in visiting the Disston booth several times. A set of balanced scales on a keystone, signifying justice to purchasers of Disston products, the trade mark of this firm, is made the motif of the exhibit schemes. Four immense keystones, 12 feet high by 10 feet wide and 2 feet thick, are mounted on a revolving turret. The turret and four keystones on which the saws and tools are mounted constitute the exhibit proper. This is encircled by a handsome nickelplated metal railing. The four keystones and turret are made of iron and wooden frame, and on the faces and edges

saws range in size as well as in pattern and use, embracing hack and narrow metal cutting band saws, Premier armor plate cutting saws, various pattern metal-cutting saws, all kinds of wood-cutting saws, from the long crosscut saws that are used in felling the monarchs of the forests to the largest band and circular saws that are used for reducing logs to lumber and shingles. Above the four keystones, in the form of a canopy, is a revolving, illuminated, leaded glass globe of the world, seven feet in diameter, on which the different countries and hemispheres are distinguished by different colors and surmounted by a large golden American eagle bearing a scroll, "Quality Tells." A cordial invitation is extended to visit this exhibit in the Palace of Manufactures, at the Panama-Pacific Exposition at San Francisco.



## PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

## METALS

Aluminum, ingots .....	0 28
Antimony, per lb. ....	0 25
Brass rods, ½ to 1 inch. .	0 24
Sheets, up to 20 gauge. .	0 33
Tubing, 1 inch base. ....	0 26
Copper, ingots, casting. .	0 16 ¾
Sheets, plain, 14 oz. ....	
base .....	0 29 ½
Sheets, tinned, 14 oz. ....	
base .....	0 30 ½
Sheets, planished, 14 oz. .	
base .....	0 37 ½
Sheets, braziers. ....	0 29 ½
Bars, round ½ to 2 in. .	0 27 ½

Black Sheets, 28 gauge base,	
Toronto .....	2 90
Montreal .....	2 90

Canada Plates—	
Ordinary, 52 sheets, To-	
ronto .....	3 10
All bright, 52 sheets. .	4 25
Galvanized Apollo Ordinary	
18x24x52 .....	5 25
60 .....	5 50
20x28x80 .....	9 70
20x28x80 .....	10 20

Galvanized Sheets (Corrugated)	
10 p.c. off. ....	
22 gauge, per square. .	6 75
24 gauge, per square. .	5 50
26 gauge, per square. .	4 25
28 gauge, per square. .	4 00

Galvanized Sheets. Fleur	Queen's
de Lis Head	
16-20 gauge ..	3 65
22-24 gauge ..	3 75
26 gauge .....	4 10
28 gauge .....	4 30
Apollo brand, Toronto	
24 gauge, American ..	3 70
26 gauge, American ..	3 80
28 gauge (26 English)	4 30
10 ½ oz., equal to 28	
Eng. ....	4 50

Toronto	
Bar Iron, per 100 lb. .	2 00
Forged iron .....	2 85
Refined horseshoe iron. .	2 40
Sleigh shoe and mild	
steel .....	2 25
Iron finished steel .....	2 50
Tire steel .....	2 20
High speed steel .....	0 65
Lead, Canadian pig .....	5 60
Bar pig .....	6 00
Sheets, base, 2 ½ lbs. sq.	
ft. ....	7 50
Pipe and waste .....	9 00
(Less 5 p.c.) .....	

Traps and bonds .....	40 p.c.
Solder, half and half, lb. .	3 33
Spelter, foreign, per 100	
lb. ....	15 00
Sheet zinc .....	15 00
Tin, ingots, 100 lbs. ....	58 00

Tin Plates, charcoal—	
M. L. S. Famous (equal Bradley)	
Per box	
I C. 14x20 base .....	7 00
I X. 14x20 base .....	8 00
I X X. 14x20 base .....	9 25

"Dominion Crown Best"—Re-	
tinned. ....	
I C. 14x20 base .....	7 00
I X. 14x20 base .....	8 25
I X X. 14x20 base .....	9 50

"Allaway's Best"—Standard	
Quality. ....	
I C. 14x20 base .....	5 00
I X. 14x20 base .....	6 00
I X X. 14x20 base .....	7 00

Bright Cokes, Bessemer Steel.	
I C. 14x20 base .....	4 75

Terne Plates.	
I C. 20x28, 112 sheets	9 00
I X Terne Tin .....	9 40

Tinned Iron.	
72x30 up to 24 gauge.	
case lots .....	9 25
72x30 up to 26 gauge.	
case lots .....	9 75

## Scrap Metal, Dealers' Buying

Prices—	
Heavy Copper and Wire,	
lb. ....	0 11 ½
Light copper bottoms. .	0 09
Heavy red brass .....	0 07 ½
Heavy yellow brass .....	0 08 ½
Heavy lead .....	0 03 ½
Light brass .....	0 06 ½
Tea lead .....	0 03
Scrap zinc .....	0 03 ½
No. 1 wrought iron. ....	6 00
Machinery cast scrap	
No. 1 .....	10 00
Stove plate .....	9 00
Malleable .....	9 00
Miscellaneous steel .....	6 00

Iron Pipe, per 100 feet—	
Black base, 1 inch .....	4 42
Galvanized base, 1 inch	6 83

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 65; standard bushings, 70;	
headers, 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77 ½; malleable lipped unions,	
65; plugs, 60 and 10.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45.	

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins .....	80 90
Chemicals, in casks, per lb.—	
Arsenate of lead .....	0 19 ½
Sulphate of copper (blue	
stone) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07 ½
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09

Colors in Oil—	
Venetian red, 1 lb. tins,	
pure .....	0 12
Chrome, yellow, pure ..	0 28
Golden ochre, pure .....	0 14
French ochre, pure .....	0 12
Chrome green, pure .....	0 11
French permanent green,	
pure .....	0 15
Marine black, 25 lb.	
irons .....	0 06
Signwriters' black, pure	0 20
Glue in sheets .....	0 10
1 lb. pkgs (Brantford) .	0 25

Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17 ½
Castor oil, per lb., in	
bbls. ....	0 08
Motor Gasoline, single	
bbls. ....	0 18 ½
Benzine, per gal., single	
bbls. ....	0 17

Putty—	
Bulk, 100 lb. drums. .	2 60
Bladders in barrels ..	2 90

Ready Mixed Paints—	
Per gal., qt. tins 1 65	2 00

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt. ....	6 88
Genuine, 100 lb. kegs,	
per cwt. ....	6 75

Shingle Stains—	
In 5-gallon buckets ..	1 15

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels .....	0 69
Linseed Oil, single bar-	
rel, raw .....	0 84
Linseed Oil, single bar-	
rel, boiled .....	0 87
Rosin, "G" grade, bbl.	
per 280 lbs. ....	7 00

Varnishes, per gal. cans—	
Carriage, No. 1 .....	1 50
Pale durable body .....	8 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing ..	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 35
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90

White Lead—	
Canadian pure,	
ton lots .....	8 45 10 50
Canadian pure,	
less than tons. 8 75	10 80

Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. .	0 14
Pure, in 25-lb. irons (in	
oil) .....	0 13 ½

Window Glass— United Inches	Star	D.D.
Under 26 .....	6 50.	8 60.
26 to 40 .....	7 00.	10 00.
41 to 50 .....	7 40.	11 70.
51 to 60 .....	8 00.	12 00.
61 to 70 .....	8 75.	12 75.
71 to 80 .....	9 50.	13 85.
81 to 85 .....	10 50.	17 50.
86 to 90 .....	.....	18 85.
91 to 95 .....	.....	19 20.
95 to 100 .....	.....	22 75.
Toronto, 20 p.c.		

Miscellaneous—	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 08 ½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	2 25
Paris white, bbls. ....	0 90
Whiting, gilders, bolted	1 00
Whiting, plain .....	0 90

## HEAVY HARDWARE

Anvils, Taylor-Forbes ..	0 05 ¾
Chain—Proof coil, per 100 lb.: ¼	
in., \$3.00; 5-16 in., \$5.35; ¾	
in., \$4.60; 7-16 in., \$4.30; 1	
in., \$4.05; 9-16 in., \$4.05; 5	
in., \$3.90; ¾ in., \$3.85; 7	
in., \$3.65; 1 in., \$3.45.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	

Forges—	
Blacksmith's portable,	
135 lbs. ....	9 85

Horse Nails—	
\$3.00 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	

Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	

Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base .....	2 35
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	

Hay Baling Wire—No. 12 and 13,	
\$4; No. 13 ½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent.,	
other lengths 20c. per 100 lbs.	
extra.	

Clothes Line Wire—No. 19, \$2.95	
per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—45 p.c. off.	
Smooth Steel Wire—Base, \$2.30	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 75
Galvanized, plain twist 2 70	
Fence Staples—Bright, \$2.65; gal-	
vanized, \$3.00.	

Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—	
Galvanized .....	3 00
Plain .....	2 65
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50 5 00
Blacksmiths', 60; parallel, 45	
per cent.	

## GENERAL HARDWARE

Adzes—Carpenters'	
per doz. ....	12 50 14 00
Axes—Single bit,	
per doz. ....	6 75 9 50
Samson .....	9 00
Double bit, per	
doz. ....	10 50 12 50
Bench axes .....	9 00 12 00
Broad axes .....	22 75 25 00
Hunters' axes. ....	5 00 6 00
Boys' axes .....	5 75 6 50
Lathing	
hatchets .....	4 70 10 00
Shingle hatchets .....	1 45 6 75
Claw hatchets. ....	1 70 6 00
Barrel hatchets .....	5 50 6 85

Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
50, 10 & 2 ½ per cent.; B.B.	
caps, 50, 10 and 2 ½ per cent.	
Centre Fire Pistol Cartridges, 20	
and 2 ½ per cent.; Centre Fire	
Sporting and Military Cart-	
ridges, 10 per cent.; Primers,	
10 and 2 ½ per cent.; Brass	
Shot Shells, 45 and 12 ½ per	
cent.; Shot Cartridges, discount	
same as ball cartridges.	

Crown Black Powder, "Sov-	
ereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 30	
and 10 per cent.	

Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.: net	
extras as follows: chilled 40c.;	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ½ c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	

Angers—Ford's auger bits, 30 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47 ½; Clark's expansive,	
40. Jennings' Gen. auger, net	
list. Tobin High Speed, 50 and	
5; Tobin Never-Choke, 50 and 5.	

Barn Door Hangers—	
Double straphangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel track, 1 x 3-16 in.	
(100 ft.) .....	3 25

Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
52 ½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list) 60 per cent.	
Machine bolts, ¾ and less, 70	
per cent.	
Machine bolts, 7-16 and up,	
60 per cent.	
Plough Bolts, 55 and 10 per	
cent.	
Bolt Ends, 60 per cent.	
Blank Bolts, 57 ½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62 ½ per cent.	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12 ½ per cent.	
Coach Screws, new list. 75 and	
per cent.	
Nuts, square, all sizes, 4 ¼ c. per	
lb. off.	



Nuts, hexagon, all sizes, 4% per lb. off.	Hammers—Tack, iron, doz. 0 35	Bag, Russian twine, per lb. 0 27	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Stove rods, per lb., 5 1/2 c. to 6c.	Ladies' claw, handled, doz. 0 60	Wrapping, cotton, 8-ply twine 0 19	Tinners' Snips—25 per cent.
Stove bolts, 82 1/2 per cent.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 4-ply twine 0 21 1/2	Tinners' Trimmings—45 per cent.
Bells—Door bells, push and turn, 45 and 10 per cent.	Adze eye, hickory handle 1 lb., doz. 6 25	Mattress twine, per lb. 0 45	Plain and retinned, 72 and 5.
Cow bells, 65 per cent.	Adze eye, straight claw, 1 lb., doz. 7 00	Staging twine, per lb. 0 35	Traps (steel game), Newhouse, 40 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.	Farriers' hammers, 10 oz., doz. 5 50	Rivets and Burrs—Iron Rivets, black and tinned, 72 1/2.	Hawley & Norton, 57 1/2 per cent.
Sleigh bells, body straps, each, \$1.15 up.	Tinners' setting, 1/2 lb., doz. 4 50	Iron Burrs, 72 1/2 per cent.	Victor, 70 per cent.
Farm bells. No. 1, \$1.65.	Machinists', 1/2 lb., doz. 3 20	Copper Rivets, usual proportion burrs, 25 and 5 per cent.	Oneida Jump (Star), 65 p.c.
Building Paper, Etc.—	Sledge, Canadian, 5 lbs. and over 0 06	Copper burrs only, 15 per cent.	Wheelbarrows—
Tarred slater's paper, per roll 0 95	Sledge, Masons, 5 lbs. and over 0 06	Rivet Sets—Canadian, 35 to 37 1/2 per cent.	Navy, steel wheel, dozen 23 50
O.K. paper, No. 1, per roll 0 95	Sledge, Napping, up to 2 lbs. 0 09	Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85	Garden, steel wheel, doz. 36 00
Plain Fibre, No. 1, per 400 ft. roll 0 50	Harvest Tools, 50 p.c.—	Mrs. Potts, No. 50, plated, per set 0 90	Wrought Iron Washers—Canadian, 45 per cent.
Tarred Fibre, No. 1 per 400 ft. roll 0 62	Samson, best quality, 40, 12 1/2 per cent.	Mrs. Potts, handles, japanned, per gross 9 00	Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.50 per 100 sq. ft.; in 50-ft. rolls, \$1.55 per 100 sq. ft.
Tarred Fibre, Cyclone, 25 lb., per roll 0 62	Sidewalk and stable scrapers, net, \$2.25.	Common, plain 5 00	Wire Door Mats—16 x 24, doz. \$9.00.
Dry Cyclone, 15 lbs. 0 50	Wood hay rakes, 40 and 10 per cent.	Common, plated 5 50	HOUSEFURNISHINGS
Plain Surprise, per roll 0 42	Lawn rakes, net.	Asbestos, per set 1 50	Stoves and Ranges—
Resin sized Fibre, per roll 0 43	Hinges—Blind, 50 per cent.	Sand and Emery Paper, 40 p.c.	Gas ranges, 50 per cent.
Asbestos building paper, per 100 lbs. 3 50	Heavy T and strap discount, 40 and 10 per cent.	Sash Weights—	Stoves and ranges, 50 and 5 per cent.
Heavy straw, plain and tarred, per ton 36 00	Light T and strap, 70 p.c.	Sectional, 1/2 lb. each, per 100 lbs. 2 25	Furnaces, 45 per cent.
Carpet Felt, per 100 lbs. 2 60	Screw hook and hinge, \$4.25, \$5.00.	Solid, 3 to 30 lbs. 1 60	Registers, 70 and 10 per cent.
Tarred wool roofing felt, per 100 lb. 2 00	Crate hinges and back flaps, 65 and 5 p.c.	Sash Cord—No. 3, per lb. 0 30	Range Boilers—30-gallon, Stand- ard, \$4.75; extra heavy, \$7.00.
Pitch, Boston or Sydney, per 100 lbs. 0 85	Chest hinges and hinge hasps, 65 p.c.	Screws—Wood, F. H., bright and steel 85 10 7 1/2 10	Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95.
Pitch, Scotch, per 100 lbs. 0 85	Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.	Wood, R. H., bright 80 10 7 1/2 10	Flat rim enameled sinks 16x24, \$2.65; 18x30, \$3.10; 18x36, \$4.15.
Heavy Fibre, 32 and 60, 100 lbs. 2 00	Hooks—Bright wire screw eyes, 60 p.c.	Wood, F. H., brass 75 10 10	Enameled Ware—White ware, 75 per cent.
2 ply Ready Roofing, per square 0 75	Bright steel gate hooks and staples, 40 p.c.	Wood, R. H., brass 70 10 10	London and Princess, 50 per cent.
3 ply Ready Roofing, per square 0 95	Iron screw hooks, 60 and 20 p.c.	Wood, F. H., bronze 70 10 10	Canada, Diamond, Premier, 50 and 10 p.c.
2 ply complete, per roll 1 15	Iron gate hooks and eyes, 60 and 20 p.c.	Drive screws 65 10 10	Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
3 ply complete, per roll 1 35	Crescent hat and coat wire, 60 per cent.	Set, case hardened 60 and 10	Star decorated steel and white, 33 1/2 per cent.
Liquid Roofing Cement, bbls., per gal. 0 17	Stove pipe eyes, kitchen and square hooks, 60 p.c.	Square cap 50 and 05	Hollow ware, tinned cast, 40 per cent. off.
Liquid Roofing Cement, tins 0 19	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.	Hexagon cap 45	Enameled street signs, 50 per cent.
Crude Coal Tar, per barrel 4 50	Extension ladders, 15c. per foot up.	Bench, wood, per doz., \$5.00	Copper Ware—Copper boilers, kettles, 50 p.c.
Refined Coal Tar, tins, per doz. 1 25	Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.00.	Bench, iron, per doz., \$4.25	Copper tea and coffee pots, 50 per cent.
Refined Coal Tar, per bar- rel 5 00	Lift Tubular and Single Plain, per doz., \$5.25.	Screws (Machine)—	Copper pitta, 30 and 5 per cent.
Shingle Varnish, per bbl. 5 00	Japanning, 50c. per dozen extra.	Flat head, iron and brass, 35 per cent.	Galvanized Ware—Dufferin pattern pails 42 1/2 per cent.
Caps, per lb. 0 05	Prism Globes, per dozen, \$1.20.	Fillister head, iron, 30; brass. 25 per cent.	Flaring pattern, 42 1/2 per cent.
Nails, per lb. 0 05	Lamp wick, 50 per cent.	Shovels and Spades—	Galvanized washtubs, 42 1/2 p.c.
Mop, cotton, per lb. 0 17	Lawn Hose—Competition grade, 70 and 10.	Canadian No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.	Pieced Ware, 35 per cent.—
Butts—Plated, bower barff and nickel, 45 per cent.	Locks and Keys—Canadian 50 and 10 per cent.	No. 3 and 4 grade, 45 per cent.	Copper bottom tea kettles and boilers, 35 per cent.
Wrought brass, 45 per cent. off revised list.	Mallets—Tinsmiths', 2 1/2 x 5 1/2 in., per doz. 1 65	Soldering Irons—	Coal hods, 40 per cent.
Cast iron loose pin, 60 per cent.	Carpenters', round hick- ory, 6 in. 1 95	Base, per lb., 28 cents.	Boiler and tea kettle pitta, 40 per cent.
Wrought steel, fast joint and loose pin, 70 and 5 per cent.	Lignum Vitae, round, 5 inch 2 40	Sap Spouts—	Stamped Ware—Plain, 72 1/2 and 5 per cent.
Cement—Portland, bags per bbl. 1 55 1 63	Caulking, No. 8, oak 15 00	Bronzed Iron with hooks, per 1,000 6 00	Retinned, 72 1/2 and 5 per cent.
Cold Chisels, 5 x 6 in., doz. 2 20	Mattocks—6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., \$4.65 doz.	Eureka tinned steel hooks, per 1,000 8 00	Silverware—Holloware, 40, flat- ware, 40 and 10.
Bevel edge, 1 inch, doz. 2 50	Pick handles, \$1.85 dozen.	Staples—	Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Ham- ilton, London, and St. Marya, 40 per cent.; f.o.b. Ottawa, ston and Montreal, 37 per cent.
Conductor Pipe—	Prospectors' hammers, 16 1/2 c. per lb.	Poultry netting, 100 lbs. 6 70	Washing Machines—
2 inch, in 10 ft. lengths. 3 45	Drilling hammers, 6 cents per lb.	Bed, 100 lbs., No. 14. 6 75	Dowsell 5 00
3 " " " 4 20	Crowbars, 3 1/2 cents per lb.	Blind, per lb. 0 12	New Century, Style A. 9 00
4 " " " 5 53	Oilers—Kemp's Tornado and Mc- Clary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.	Coopers' staples, 45 per cent.	Ideal Power 16 00
5 " " " 7 60	Davidson oilers, 45 p.c.	Bright spear point, 75 per cent.	Stephenson (net) 6 00
6 " " " 9 25	Zinc and tin, 45 p.c.	Stovepipes—	Puritan Motor 18 00
Door Knobs—Canadian, 45 per cent.	Coppered oilers, 45 p.c.	5 & 6 in., per 100 lengths 8 50	Low Pressure Water Motor Washer 16 00
Porcelain, mineral and jet knobs, net list, plus 5c.	Brass oilers, 45 p.c.	7 inch, per 100 lengths 9 00	Connor Ball Bearing 10 25
Door Sets—Canadian, 50 per cent.	Malleable, 25 p.c.	Nestable, 40 per cent.	I X L 10 00
Door pulls, 60 per cent.	Planes—Wood bench, Canadian, 15, American, 25 p.c.	5 and 6-inch elbows, per doz. 1 46	Gem 8 75
Door Hangers (Parlor)—	Wood, fancy, 30 to 35 per cent.	7 inch elbows, per doz. 1 64	Winner 8 00
Single sets, each 1 80	Rope and Twine—	Timbles, 70 p.c.	Connor Improved 5 00
Double sets, each 3 25	Sisal rope 0 10 1/2	Carpet Tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tin- ned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tin- ned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japan- ned, 82 1/2; zinc tacks, 85; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	Discount, 25 p.c.
Unbreakable rail, 100 feet 5 00	Sisal bed cord, 48 feet, per doz. 0 72	Draw Knives—	Wringers—
Factory Milk Cans—	Sisal bed cord, 60 feet, per doz. 0 90	Carpenters' 6 inch, doz. 5 25	Royal Canadian, 11 in., doz. 45 25
Milk cans and pails, 35 p.c.	Sisal bed cord, 72 feet, per doz. 1 08	Holding handles, 8 in., doz. 1 80	Eze, 10 in. 51 75
Hand delivery and creamery cans, 35 p.c.	Cotton clothes line, 18 off.	Coppered handles, 8 in., doz. 1 80	Bicycle, 11 inch 56 25
Railroad and cream cans and taps, 40 and 12 1/2 p.c.	Russia Deep Sea 0 23	Unbreakable rail, 100 feet 5 00	Trojan, 12 inch 100 00
Creamery trimmings, 20.	Lath Yarn, single 0 08 3/4		Unexcelled, 104-E 72 00
Files and Rasps—	Lath Yarn, double 0 09 1/4		Favorite 511E and 521E 57 75
Disston's, Great Western, Amer- ican, Kearney & Frost, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66 1/2; Jowett's (Eng- lish list) 27 1/2. Delta 65.			Domestic 531E and 541E 63 00

# It has been Demonstrated

beyond any doubt that the merchant who **buys often**, and **turns his stock over** four times in twelve months, and takes advantage of his **cash discounts**, makes the most money.

To do this, to secure the **greatest annual turnover** on the capital invested in stock, it is essential that **first class service** be received **from his jobber**.

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We have the goods and give the service.  
We use modern methods in handling our **Mail Order** business.

## KENNEDY HARDWARE Co.

LIMITED

51-53-55 Colborne St., Toronto



# The Best at Any Price

☐ Made in Canada in one of the finest equipped plants possible. Made from the best possible materials. Made by expert paint men, men who *know* the business. Sold to you at a price which allows you an exceptional profit, our paints are a proposition you should investigate. No imported lines are better in any way. *Here are some of our specialties:*

## Muresco:

The nationally popular wall finish. Superior covering capacity. Sanitary and hygienic. Does not rub off, crack, peel or blister.

## Moore's House Colors:

Pure linseed oil paints which have achieved a reputation for covering capacity and permanent color, wherever they have been used.

## Moore's Floor Paint:

A paint really made and adapted for painting floors. Dries hard over night—floor can be used the next day.

## Mooramel:

A pure white, porcelain-like enamel that remains white and does not chip. Easy working, perfect flowing, great density and elasticity.

## Sani-Flat:

Absolutely non-poisonous flat oil paint (contains no lead). Soft, velvet finish. Great body and covering capacity. Shows no laps or brush marks. Washable with water without injury.

## Tile-Like:

A combined varnish and stain, requiring no stirring. Particularly suitable where there is wear and tear. Uniform in color from start to finish, yet does not hide grain of wood.

## Complete Lines:

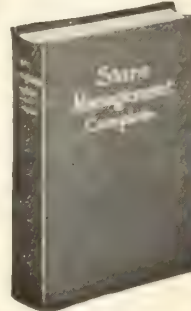
Our catalogue contains complete list of our lines, of which the above are but a few. It's worth your while to send for it.

**Benjamin Moore & Co.**  
Limited  
West Toronto

*Made In Canada*

# Store Management Complete

16 Full-Page Illustrations



272 Pages  
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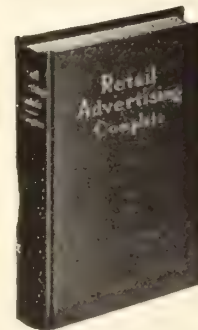
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32 Colborne Street  
Toronto, Ontario

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This new book on advertising will tell you all you want to know about advertising in the store.

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There is no better book of the kind at any price. You can't afford to get along without it.

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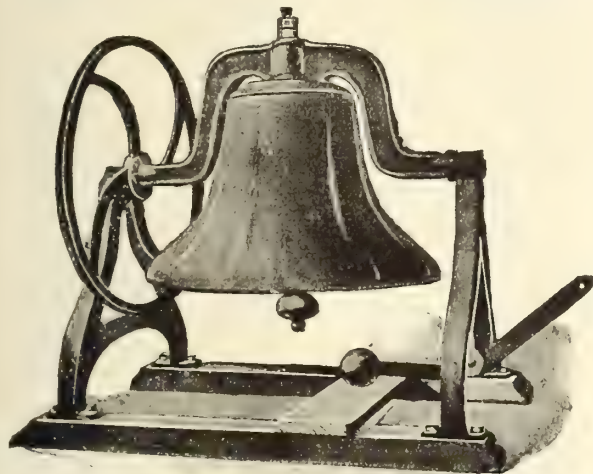
# "Made In Canada" BELLS

For Church, School, Fire  
Alarm and Farm Use

*If you buy "Made In Canada" Bells  
they are made in Exeter, Ont., the home  
of Canada's Only Steel Bell Factory.*

The superior quality of bell metal used in the Exeter  
bell gives them the volume and rich tone for which  
they are famous.

Made in sizes from 15" to 48" diameter



CHURCH BELL WITH TOLLING HAMMER

OUR COMPLETE LINE

## Hardware Specialties

Floor Scrapers	Floor Washing Brushes
Wheelbarrows	Cast Iron Stone Boat Head
Bag Trucks	Cast Water Trough for Stock
Sugar Kettles	Stables
Soot Doors	Ornamental Cresting
Ventilator Grates	Pump Spouts and Fittings
Sash Weights	

## Concrete Machinery

Cement Block Machines	Molds for all classes
Cement Brick Machines	of Ornamental Work
Cement Tile Machines	Concrete Mixer
	hand or gas power

## Road Machinery

*The most complete line made in Canada*

Road Graders	Wheeled and Drag Scrapers
	Road Drags

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**The Exeter Mfg. Co. Limited**  
Exeter, Ontario

A LEADER

THAT LEADS

# JAS - PER - ITE

"REGISTERED"

## The Present-Future Varnishes

Sold only in sealed lithographed cans.  
Quality and durability guaranteed.

### A CABINET ASSORTMENT

contains the following :

Exterior Finishing	Floor Finish	Pale Hard Oil Finish
2-1 Gals.	2-1 Gals.	2-1 Gals.
2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "
4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "
8-Pints	8-Pints	8-Pints
8- $\frac{1}{2}$ Pints	(No $\frac{1}{2}$ -Pints)	8- $\frac{1}{2}$ Pints
5 $\frac{1}{2}$ Gals.	5 Gals.	5 $\frac{1}{2}$ Gals.

TOTAL—16 GALLONS

*A LARGE, HANDSOME  
DISPLAY CABINET FREE  
WITH FIRST ORDER*

Manufactured and guaranteed  
only by

**The Ottawa Paint Works**  
and  
**Ottawa Varnish Co., Limited**

OTTAWA  
TORONTO VANCOUVER  
CANADA

*Toronto Branch : 153 Duchess St.*



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

**ABRASIVE WHEELS**  
Taylor-Forbes Co., Guelph.

**ACCOUNT REGISTERS**  
Barr Register Co., Trenton.  
Dominion Register Co., Toronto.

**ADVERTISING SIGNS—Metal**  
McClary Mfg. Co., London.  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

**ADZES**  
Allan Hills Edge Tool Co., Galt.

**ALABASTINE**  
The Alabastine Co., Paris, Ont.

**ALUMINUM**  
Northern Aluminum Co., Toronto.

**ALUMINUM WARE**  
McClary Mfg. Co., London.  
Northern Aluminum Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Ware Mfg. Co., Oakville, Ont.

**AMMUNITION**  
Dominion Cartridge Co., Montreal.  
Remington U.M.C. Co., Windsor.  
Kynoch, Ltd., Birmingham, Eng.

**ANVILS**  
Taylor-Forbes Co., Guelph.

**ASH CANS**  
McFarlane-Douglas Co., Ottawa.  
Thos. Davidson Mfg. Co., Montreal.  
Fairgrieve Metal & Stamping Co., Toronto.

**McClary Mfg. Co., London.**  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
J. Samuels, Toronto.

**ASH SIFTERS**  
Burrowes Mfg. Co., Toronto.  
Wm. Cane & Sons Co., Newmarket.  
J. Samuels, Toronto, Ont.  
Soren Bros., Toronto, Ont.  
Fairgrieve Mfg. & Stamping Co., Toronto.

**Thomas Davidson Mfg. Co., Montreal.**  
Sheet Metal Products Co., Toronto.  
McClary Mfg. Co., London.

**E. T. Wright Co., Ltd., Hamilton.**  
**AUGERS—Post Hole**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville, Ont.

**AUGER BITS**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Smith & Hemenway, New York.

**AUTO SHEET METAL PARTS**  
Burrowes Mfg. Co., Toronto.

**AUTOMOBILE ACCESSORIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.  
Kuhne-Anderson Mfg. Co., Port  
Hope.  
Kinzing & Bruce Co., Niagara  
Falls.  
McKinnon Dash Co., St. Catharines.

**AWLS—Sewing**  
C. A. Myer Co., Chicago, Ill.

**AWLS**  
Stanley Rule & Level Co., New  
Britain, Conn.

**AXES—Safety Pocket and Belt**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**AXES**  
James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Cath-  
arines.

**Allan Hills Edge Tool Co., Galt.**  
**AXE WEDGES**  
Taylor-Forbes Co., Guelph.

**AXLE PULLEYS**  
Taylor-Forbes Co., Guelph.  
Springer Lock Mfg. Co., Belleville.

**BABBITT METAL**  
Canada Metal Co., Toronto.

**BAGS AND SACKS**  
Scythos & Co., Toronto.

**BAKE AND PASTRY BOARDS**  
Wm. Cane & Son, Newmarket.  
Stratford Mfg. Co., Stratford.  
Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

**BALE TIES**  
Laidlaw Bale-Tie Co., Hamilton.  
Stanley Works, New Britain, Conn.

**BARRELS—Gasolene Storage**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**BARN DOOR HANGERS**  
Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.

**Richards-Wilcox Canadian Co.,  
London.**  
Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

**BAES AND SHUTTERS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BARN EQUIPMENT**  
Beattie Bros., Fergus, Ont.  
Steel Trough & Machine Co.,  
Tweed.

**BASKETS—Clothes**  
Meakins & Sons, Hamilton.

**BATHROOM FITTINGS**  
Gendron Mfg. Co., Toronto.  
Kinzing & Bruce, Niagara Falls.  
Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Ship-gong Bells and Pulls**  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Door**  
Springer Lock Mfg. Co., Belleville.

**BELLS—Farm**  
Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

**BELTING—Cotton Duck**  
Dominion Belting Co., Hamilton.

**BELTING—Rubber**  
Gutta Percha & Rubber Ltd., To-  
ronto.

**BELTING—Leather**  
Sadler & Haworth, Montreal.

**BIRD CAGES**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

**BITS**  
McKinnon Dash Co., St. Catharines.

**BLOCKS—Chain Hoisting**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOAT TRIMMINGS**  
McKinnon Dash Co., St. Catharines.

**BOILERS—Kitchen Range**  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

**McClary Mfg. Co., London.**  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**BOILERS AND RADIATORS**  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

**Pease Foundry Co., Toronto.**  
Taylor-Forbes Co., Guelph.

**BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Stanley Works, New Britain, Conn.**  
**BOLTS AND NUTS**  
Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.

**BOX OPENERS**  
Charles Morrill, New York, N.Y.

**BRACES AND BITS**  
E. O. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**Stanley Rule & Level Co., New  
Britain, Conn.**  
**North Bros. Mfg. Co., Philadelphia.**  
**BRACKETS—Shelf**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

**BRASS GOODS**  
Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.

**Kinsinger, Bruce & Co., Niagara  
Falls.**  
**BREAST DRILLS**  
North Bros., Philadelphia.

**Stanley Rule & Level Co., New  
Britain, Conn.**  
**BRICK AND TILE BLOCK  
MACHINES**  
Exeter Mfg. Co., Exeter.

**BRUSHES**  
Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

**Canada Brush Co., St. John, N.B.**  
**Sanderson Percy & Co., Toronto.**

**BUCKLES**  
McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

**BURLAPS**  
Scythos & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

**BUILDERS' HARDWARE**  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

**National Hardware Co., Orillia.**  
**Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.**  
**Bommer Brothers, New York.**  
Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Chicago Spring Butt Co., Chicago.**  
**Springer Lock Mfg. Co., Belleville.**

**BURNERS**  
Ontario Lantern & Lamp Co., Ham-  
ilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BUTCHER KNIVES**  
Arch. McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

**BUTTS—Spring**  
Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

**BUTTS AND HINGES**  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.

**CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.

**CAMP STOVES**  
Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.  
James Stewart Mfg. Co., Wood-  
stock.

**CANS—Milk**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**CANT HOOKS**  
Lachute Shuttle Co., Lachute Mills,  
Que.

**Allan Hills Edge Tool Co., Galt.**  
**CARBON LAMPS**  
Canadian Sunbeam Electric Co.,  
Toronto.  
Canadian Tungsten Lamp Co.,  
Hamilton.

**CARPENTERS' CLAMPS**  
Taylor-Forbes Co., Guelph.

**CARRIAGE HEATERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**CARTRIDGES—Metallic**  
Remington Arms—Union Metallic  
Cartridge Co., Windsor.  
Dominion Cartridge Co., Montreal.

**CASEMENT ADJUSTERS**  
Canadian Yale & Towne, Ltd.,  
St. Catharines.

**Springer Lock Mfg. Co., Belleville.**  
**CASTERS—Stove and Range**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.  
Moffat Stove Co., Weston.

**CATTLE LEADERS**  
Taylor-Forbes Co., Guelph.

**CHAIN BOLTS**  
Taylor-Forbes Co., Guelph.

**CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CHAIN**  
Anti-skid. Coll. Cow-tie. Halter.  
Trace, Hammock, Logging.  
McKinnon Chain Co., Buffalo, N.Y.

**CHAIN—Brass & Copper**  
James Morrison Brass Mfg. Co.,  
Toronto.

**CHAINS—Steel**  
Steel Co. of Canada, Hamilton.  
B. Greening Wire Co., Hamilton.

**CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.

**CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.

**CHURNS—Barrel or Revolving**  
Beattie Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
Cummer-Dowdell Co., Hamilton.  
Maxwell's, Ltd., St. Mary's.

**CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.

**Henry Disston & Sons, Toronto**  
**CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.

**CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

**Taylor-Forbes Co., Guelph.**  
**CLOTHES LINE PULLEYS**  
Taylor-Forbes Co., Guelph.

**CLOTHES MANGLES**  
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Maxwell's, Ltd., St. Mary's.

**Taylor-Forbes Co., Guelph.**  
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Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

**Stratford Mfg. Co., Stratford.**  
**CLOTHES LINE PROPS**  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

**CLOTHES LINE WIRE**  
Steel Co. of Canada, Ltd., Ham-  
ilton.

**CLOTHES REELS**  
Taylor-Forbes Co., Guelph.

**CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.

**COAL CHUTES**  
Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co.,  
Tweed.

**Winnipeg Ceiling & Roofing Co.,  
Winnipeg.**  
**Metal Shingle & Siding Co., Pres-  
ton.**  
**COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**COBBLER SETS**  
Taylor-Forbes Co., Guelph.

**COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.

**CONDUCTOR PIPE**  
See Eavetrough.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**CORDAGE AND TWINE**  
Scythos & Co., Toronto.  
Consumers Cordage Co., Montreal.

**CORNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.

**Brown Boggs Co., Hamilton.**  
**COTTER PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**COTTON DUCK AND WASTE**  
Scythos & Co., Toronto.

**COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.

**COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
Lufkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.

**COW EASE**  
Carpenter, Merton Co., Boston,  
Mass.

**COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.  
McKinnon Chain Co., St. Cath-  
arines.

**CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



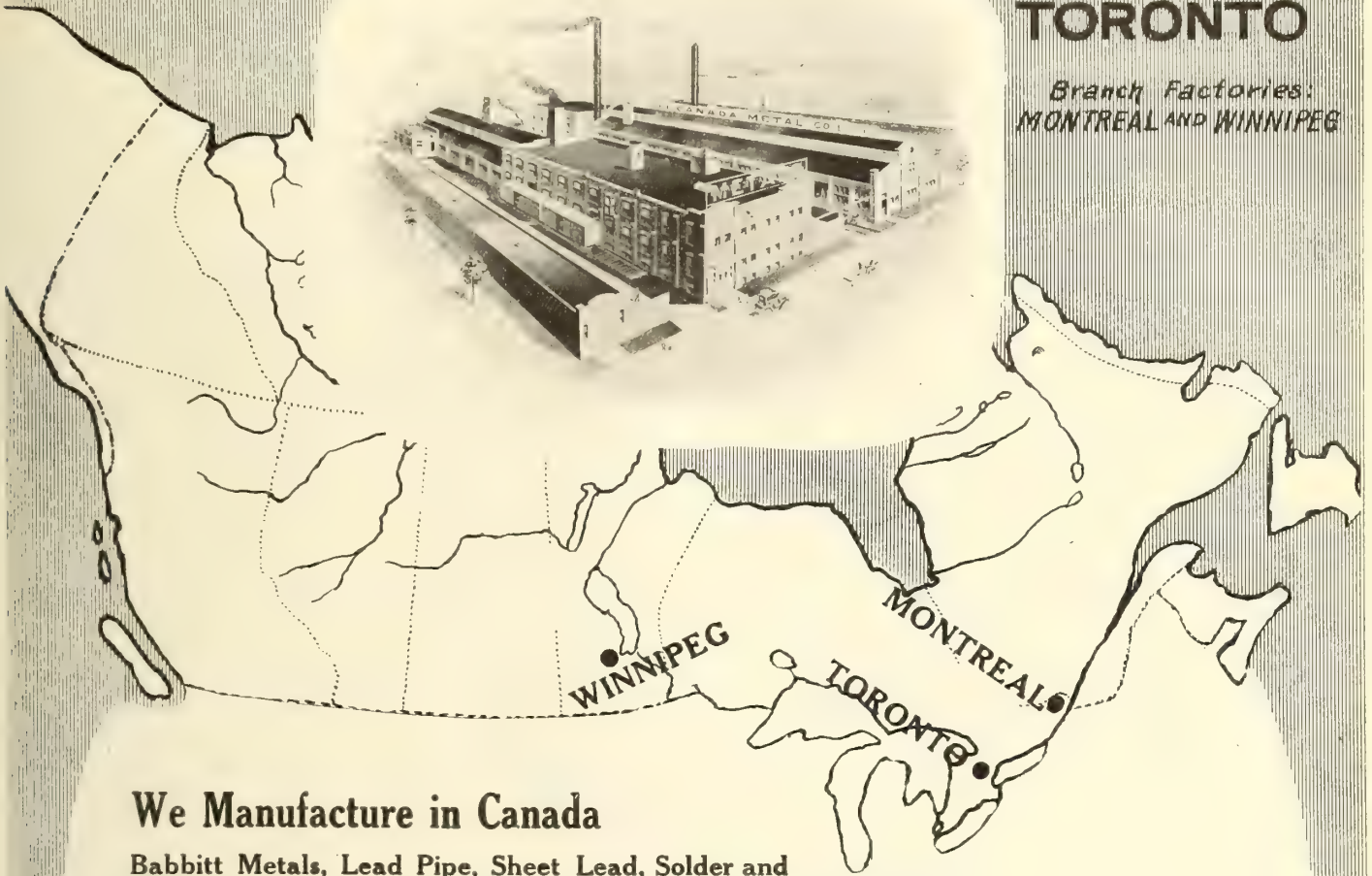
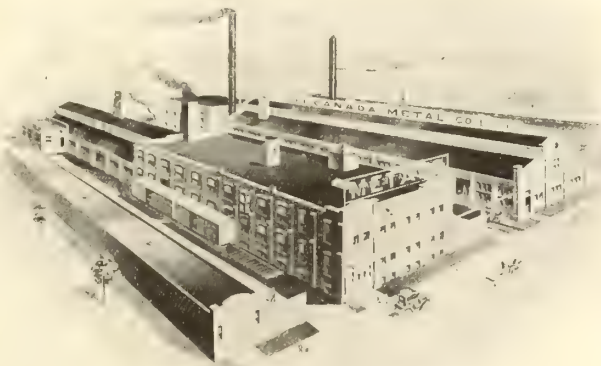
# The Canada Metal Co., Limited

Head Office and Factory:

**TORONTO**

Branch Factories:

**MONTREAL AND WINNIPEG**



## We Manufacture in Canada

Babbitt Metals, Lead Pipe, Sheet Lead, Solder and  
have everything in Enamel Ware for the Plumber.

*Write for Catalogue "A"—Mailed FREE*

WE RECOMMEND

## HARRIS HEAVY PRESSURE

THE BABBITT METAL WITHOUT A FAULT

*It Will Give Excellent Service*

Strict attention is paid to details in the manufacture of our goods, to ensure a uniform high quality. Nothing is left to guesswork. Mixtures and physical tests are controlled through our chemical laboratories, and manufactured under the supervision of a skilled metallurgist with the result :

**WHAT WE MAKE  
WE GUARANTEE**



**W. G. HARRIS, Senior**  
President



**W. G. HARRIS, Junior**  
Vice-President



**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

The Pedlar People, Oshawa.

#### CURRY COMBS

Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

#### CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

#### CUTLERY

Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneda Community, Ltd., Niagara  
Falls, Ont.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

#### OUT SOLES

Beardmore & Co., Toronto.

#### DAMPERS

Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.

**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

#### DISINFECTANTS

Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co.,  
Berlin.  
Cameron & Campbell, Toronto.

#### DISPLAY RACKS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### DIES

Armstrong Mfg. Co., Bridgeport,  
Conn.

#### DOOR CHECKS

Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

**DOOR HANGERS**—Parlor  
Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

**DOOR MATS**—Cocoa Fibre  
Meakins & Sons, Hamilton.

**DOOR MATS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**DOOR MATS**—Wire  
Kuhne & Anderson, Port Hope.  
Canada Wire & Iron Goods Co.,  
Hamilton.

Barton Netting Co., Windsor.  
**DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.  
A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### DRAW KNIVES

Allan Hills Edge Tool Co., Galt.  
**DRILLS**—Breast and Bench  
North Bros. Mfg. Co., Philadel-  
phia.

#### DRY COLORS

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Mont-  
real.

A. Ramsay & Son, Montreal.  
Sanderson Pearcey & Co., Toronto.

**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.

**EAVEROUGH AND CONDUCT-  
OR PIPE**  
Metal Shingle & Siding Co., Pres-  
ton.

Thomas Davidson Mfg. Co., Mont-  
real.

McFarlane-Douglas Co., Ltd., Ot-  
tawa.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

A. Welch & Son, Toronto.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

E. T. Wright Co., Ltd., Hamil-  
ton.

Sarna Metal Products Co., To-  
ronto.

#### EDGE TOOLS

Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.  
Peck, Stow & Wilcox Co., South-  
ampton, Conn.

#### EGG CRATES

Wm. Cane & Son, Newmarket.

#### ELECTRIC FLASHLIGHTS

Canadian Ever Ready Works, To-  
ronto.

Interstate Electric Novelty Co.,  
Toronto.

Metal Specialties Co., Chicago, Ill.  
**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.  
**ELECTRIC IRONS, ETC.**  
Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

Chicago Flexible Shaft Co., Chi-  
cago.

Landers, Frary & Clark, New  
Britain, Conn.

Duncan Electric Co., Montreal.  
Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.  
Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

Ontario Lantern & Lamp Co.,  
Hamilton.

**ELECTRIC MANTEL GRATES**  
Radiant Electric Co., Grimsby.  
Barton Netting Co., Windsor.

**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC RANGES**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC BATTERIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

Radiant Electric Co., Grimsby.  
**EMERY GRINDERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**EMERY POWDER**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**ENAMEL SIGNS**  
McClary Mfg. Co., London.

**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

Stamped & Enameled Ware, Hes-  
peler.

**ESCUTCHEON PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**EXPANSION BOLTS**  
Richards-Wilcox Canadian Co.,  
London.

**EXPRESS WAGONS**—Boys'  
Canadian Buffalo Sled Co., Pres-  
ton.

Gendron Mfg. Co., Toronto.

**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.  
McFarlane Ladder Works, Toron-  
to.

**FARM TANKS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FARM TROUGHS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FASTENERS**—Door, Sash  
Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.

**FENCING**—Woven Wire  
McGregor Banwell Fence Co., Wal-  
kerville.

Steel Company of Canada, Hamil-  
ton.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

Canadian Steel & Wire Co., Ham-  
ilton.

**FENCING**—Picket Wire  
McFarlane Ladder Works, Toron-  
to.

**FILES AND RASPS**  
Henry Disston & Sons, Toronto.  
Nicholson File Co., Port Hope.

G. H. Barnett Co., Philadelphia.  
Simonds Canada Saw Co., Mont-  
real.

**FILTERS**—Water and Oil  
James Morrison Brass Mfg. Co.,  
Toronto.

**FIREPROOF DOORS AND WIN-  
DOWS**  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### FIREPLACE GRATES

Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville,  
N.B.

Barton Netting Co., Windsor.  
James Stewart Mfg. Co., Wood-  
stock.

Taylor-Forbes Co., Guelph.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Pres-  
ton.

A. B. Ormsby Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.

**FIRE DOOR HARDWARE**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Pres-  
ton.

**FIRE EXTINGUISHERS**  
Metal Shingle & Siding Co., Pres-  
ton.

**FLAGS**  
Seythes & Co., Toronto.

J. J. Turner & Son, Peterboro.  
**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Pres-  
ton.

**FORCE CUPS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**FORKS**—Hay  
Welland Vale Mfg. Co., St. Cath-  
arines.

**FOOD CHOPPERS**  
Maxwells, Ltd., St. Mary's.  
Peck, Stow & Wilcox Co., South-  
ampton, Conn.

McClary Mfg. Co., London.

**FOOT WARMERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**FURNACES**—Plumbers'  
James Morrison Brass Mfg. Co.,  
Toronto.

**FURNACES**—Hot Air  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-  
ton.

Can. Heat & Vent. Co., Owen  
Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.  
Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespe-  
ler.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Wood-  
stock.

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.

**GALVANIZED IRON**  
McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

B. & S. H. Thompson, Montreal.  
M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

Sarna Metal Products Co., To-  
ronto.

McFarlane-Douglas Co., Ottawa.

A. Welch & Son, Toronto.

B. Greening Wire Co., Hamilton.

The Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
ton.

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamil-  
ton.

Steel Trough & Machine Co.,  
Tweed.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.

**GARDEN HOSE**  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**GAS IRONS**  
McClary Mfg. Co., London.

#### GAS OVENS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### GAS RANGES

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.  
Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Wood-  
stock.

Supreme Heating Co., Welland.

**GAS FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

**GAS WATER HEATERS**  
Moffat Stove Co., Weston.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**GASOLINE LIGHTING**  
H. W. Knight & Bros., Toronto.

**GASOLINE & OIL PUMPS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**GASOLINE STOVES**  
James Stewart Mfg. Co., Wood-  
stock.

**GATES**—Farm  
Steel Co. of Canada, Montreal.

McGregor Banwell Fence Co., Wal-  
kerville.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**GAUGES**  
Stanley Rule & Level Co., New  
Britain, Conn.

**GAUGE COCKS**  
Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co.,  
Toronto.

**GLASS**  
Consolidated Plate Glass Co., To-  
ronto.

Hobbs Mfg. Co., London.

Toronto Plate Glass Imp. Co., To-  
ronto.

A. Ramsay & Son Co., Montreal.

**GLASS—Bent**  
The Toronto Plate Glass Import-  
ing Co., Toronto.

**GLASS CUTTING BOARDS**  
Lufkin Rule Co. of Canada, Wind-  
sor.

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

**GLAZIERS' TOOLS**  
Smith & Hemenway, New York.

**GRASS CATCHERS**  
Taylor-Forbes Co., Guelph.

**GRINDSTONES**  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

**GRINDSTONE FIXTURES**  
Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**  
Remington U.M.C. Co., Windsor.

Ross Rifle Co., Quebec.

**HACK SAW BLADES**  
E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Mont-  
real.

**HALTERS**—Leather  
G. L. Griffith & Son, Stratford.

**HAMMERS**  
James Smart Mfg. Co., Brockville.

Stanley Rule & Level Co., New  
Britain, Conn.

Allan Hills Edge Tool Co., Galt.

**HAMMOCKS**  
Dominion Hammock Co., Dunn-  
ville.

Galt Robe & Hammock Co., Galt.

**HANDLES**—Door, Drawer and  
Store  
Taylor-Forbes Co., Guelph.

Stanley Works, New Britain,  
Conn.

Canadian Yale & Towne, Ltd., St.  
Catharines.

**HANDLES**—Axe, Pick, etc.  
Lachute Shuttle Mfg. Co., Lachute,  
Mills, Que.

Drayton Mills, Ltd., Drayton, Ont.

Turner, Day, Woolworth Co.,  
Louisville, Ky.

**HARNESSES AND BLANKETS**  
G. L. Griffith & Son, Stratford.

Burlington Windsor Blanket Co.,  
Toronto.

In Your  
Corner  
of  
Canada

## *Things are happening in the Paint Trade*

B-H  
"English"  
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B-H "English" Paint advertising is reaching every nook and corner of Canada.

Everywhere there is a strong interest in and growing demand for the only paint in Canada made from Brandram's B.B. Genuine White Lead—B-H "English" Paint.

In every corner of Canada people are considering Spring painting.

More people than ever will be painting with B-H "English" Paint.

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and make **your** store a channel for new business in B-H "English" Paint.

B-H  
"English"  
Paint

**BRANDRAM - HENDERSON** LIMITED

Montreal   Halifax   St. John   Toronto   Winnipeg

B-H  
"English"  
Paint



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.  
Cowan & Britton, Ltd., Gananoque.  
James Smart Mfg. Co., Brockville.  
**HATCHETS**  
James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
Springer Lock Mfg. Co., Belleville.  
Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.  
**HINGES—Spring and Floor**  
Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn, N.Y.  
Canadian Yale & Towne, Ltd., St. Catharines.  
Chicago Spring Butt Co., Chicago.  
**HOCKEY STICKS**  
Drayton Mills, Ltd., Drayton, Ont.  
**HOES**  
Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.  
**HORSE CLIPPING MACHINES**  
B. & S. H. Thompson, Montreal.  
Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**  
Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**  
Invincible Renovator Co., Toronto.

Onward Mfg. Co., Berlin.

**HOSE REELS**  
Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**  
Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**ICE SHAVES**  
McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**  
Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**  
McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**  
James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**  
M. & L. Samuel, Benjamin & Co., Toronto.

**IRONING AND BAKE BOARDS**  
Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**  
Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**  
Taylor-Forbes Co., Guelph.

**KEY BLANKS**  
Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**  
E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**  
Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**KNIVES—Draw**  
Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., South.

**KNIVES—Planer, Paper-cutting**  
Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

**LADDERS**  
Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**  
James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**  
Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Incandescent**  
Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**  
L. Martin Co., New York.

**LANTERNS**  
Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**  
Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**  
James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**  
James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAWN FENCING**  
McGregor Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**  
Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**  
Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**  
Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**  
James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**  
Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**  
Taylor-Forbes Co., Guelph.

**LEVELS**  
Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**  
Beardmore & Co., Toronto.

**LINOLEUMS**  
Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**  
Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**  
National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**  
Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**  
E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**  
Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**  
Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**  
Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**  
Barton Noting Co., Windsor.

**MAPLE EVAPORATORS**  
Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**  
James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**  
Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Sarnia Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**  
Meakins & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**  
Metal Shingle & Siding Co., Preston.

Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MIRRORS**

Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzing & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**

Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**  
Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**  
Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**  
Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**  
Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**  
Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**

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Seythes & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Boiled**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**  
Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jameson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**  
S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**  
Seythes & Co., Toronto.

**OIL CLOTHS**  
Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
Fairgrieve Metal & Stamping Co., Toronto.

**OILY WASTE CANS**  
James Morrison Brass Mfg. Co., Toronto.

Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**  
Canada Wire & Iron Goods Co., Hamilton.

**PAIS—Wood**  
Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Lowe Bros., Ltd., Toronto.

Martin Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
A. Ramsay & Son Co., Montreal.

**PAINTERS' TRESTLES**  
Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.

McFarlane Ladder Works, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**PAPERHANGERS' TOOLS**  
Sanderson Percy & Co., Toronto.

A. Ramsay & Son Co., Montreal.

**PARIS GREEN**  
Sherwin-Williams Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**PARTOR DOOR HANGERS**  
Richards-Wilcox Canadian Co., Ltd., London.

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.

**PERFORATED METALS**  
B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co., Hamilton.

**PICKS**  
Welland Vale Mfg. Co., St. Catharines.

**PIG IRON**  
Steel Co. of Canada, Hamilton.

Samuel, Benjamin & Co., Toronto.

**PIPE CUTTERS AND VISES**  
Armstrong Mfg. Co., Bridgeport, Conn.

James Morrison Brass Mfg. Co., Toronto.



1815

1915



## "Phenomenal Sales Increase"

Says Long Established Booth & Law Co.

**W**HEN a man who has been at the helm of a hundred year old business for nearly half a century says that the sales increase of his company on Pratt & Lambert Varnishes has been phenomenal, it pays to listen. Such long experience in selling various lines of varnishes and in judging of varnish quality make this statement of unusual significance. Read Mr. Law's letter which points out some of the reasons why such gratifying sales results have been possible for them and are possible for you. If you will read this letter and act on it, you will be taking a straight and direct course to successful varnish sales.

Write For Complete  
Pratt & Lambert Dealers' Proposition  
Pratt & Lambert-Inc.  
30 Courtwright St., Bridgeburg, Ontario

LYMAN H. LAW, PROP. 1815

WALTER B. LAW, PROP. 1915

J. MARSH LAW, PROP. 1915

CHARLES WEISS, PROP. 1915



THE BOOTH & LAW COMPANY  
VARNISHES, PAINTS, BRUSHES  
VASE SEAL SPECIALTIES  
STANDARD TURPINE SPIRITS

165 Madison Ave.,  
New York, N. Y.  
NEW HAVEN, CONN. Jan. 5, 1915.



Pratt & Lambert,  
165 Madison Ave.,  
New York, N. Y.

Gentlemen:

Although we have been in business as you know almost a hundred years, it is only recently that the modern force of advertising has become a big factor in business. Thus in recent years we have been able to greatly increase our business through the handling of advertised lines. It was our study of what constituted good advertising backing of a line of goods that led us to adopt Pratt & Lambert Varnishes a few years ago. We have not been disappointed with the results. Our first order while small has grown until now we order in carload quantities and our sales increase in this time has been phenomenal.

Your magazine advertising, dealer helps of all kinds, painters' magazine, "Varnish Talks", letter promotion campaign to home builders, Architectural Department which is getting the good will and co-operation of architects and securing their specifications for Pratt & Lambert Varnishes, your Advisory Department, method of referring inquiries, in fact every other detail of your advertising plan is in our opinion 100 per cent efficient and is pulling the results for us. This can be easily seen from the fact that despite all the "calamity howlers" of the past year, our business has shown a decided increase and due to the fact that you have advertised harder than ever during the past year while some of the other fellows seem to have let down. With the indications of returning prosperity this Spring, we look forward to the greatest year on Pratt & Lambert Varnishes in the history of this company.

Yours for Success.

Walter B. Law  
Pres.

THE BOOTH &amp; LAW COMPANY

# Pratt & Lambert Varnish Proposition

## Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg



# "Consolidated"

Stands for the Best in the Glass Trade

Plate  
Window  
Figured  
Wired  
Bent  
Ornamental and Mirror

## Glass

The Consolidated Plate Glass Co.

of Canada, Limited

TORONTO MONTREAL WINNIPEG



### Tell Your Customers

to beautify their homes by fencing the lawn and garden with Peerless Ornamental Fence.

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

## PEERLESS

Ornamental Fencing

is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect, and holds its shape for years.

Send for free catalog. If interested, ask about our farm and poultry fencing. Agents nearly everywhere. Agents wanted in open territory.

**The Banwell-Hoxie Wire Fence Co., Ltd.**

Winnipeg, Man. — Hamilton, Ont.

**PLATES AND HOOKS**  
Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.  
**PLOWS—Grading**  
Meaford Wheelbarrow Co., Meaford.

**PLIERS**  
Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.  
Smith & Hemenway, New York.

**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**  
Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.

**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.

**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.

**POLISHING BRUSHES**  
Boeckh Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.

**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.

**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.  
McGregor Banwell Fence Co., Warkerville.

**PULLEYS**  
Canadian Fairbanks-Morse Co., Montreal.  
Taylor-Forbes Co., Guelph.

**PUMPS**  
Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.

Beattie Bros., Fergus, Ont.  
Heller-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**RAKES**  
Welland Vale Mfg. Co., St. Catharines.

**RASPS**  
Nicholson File Co., Port Hope.

**RAZORS**  
Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.

Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**REGISTERED—Hot Air Furnace**  
Canadian Heating & Ventilating Co., Owen Sound.

Burrow, Stewart & Milne, Hamilton.  
Clare Bros., Preston.

Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.

James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.

Tuttle & Bailey Mfg. Co., Bridgeburg.  
Hamilton Stove & Heater Co., Hamilton.

**RIVETS**  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.

**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.

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Otterville Mfg. Co., Otterville.

**ROPE**  
Scythes & Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**  
Prantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.

Canadian Supply & Contracting Co., Toronto.

**ROOFING SUPPLIES**  
E. T. Wright Co., Ltd., Hamilton.  
**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.  
**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.  
**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.  
**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.  
H. W. Knight & Bros., Toronto.

Taylor-Forbes Co., Guelph.  
**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.

Chicago Hardware Foundry Co., Chicago, Ill.  
**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.

Auto-Stop Safety Razor Co., Toronto.  
**SALAMANDERS**  
Gurney Foundry Co., Toronto.

**SANDPAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**  
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Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
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Sheet Metal Products Co., Toronto.  
Taylor-Forbes Co., Guelph.  
McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.  
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Taylor-Forbes Co., Guelph.

**SASH LIFTS**  
Stanley Works, New Britain, Conn.

**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHT—Lead**  
Canada Metal Co., Toronto.

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Simonds Canada Saw Co., Montreal.

Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.

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McFarlane Ladder Works, Toronto.

**SAW SETS**  
Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.  
E. C. Atkins & Co., Hamilton.

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Canadian Fairbanks-Morse Co., Montreal.

Burrow, Stewart & Milne, Hamilton.  
**SCRAPERS**  
Stanley Rule & Level Co., New Britain, Conn.

Meaford Wheelbarrow Co., Meaford.  
Taylor-Forbes Co., Guelph.

**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**  
Sanderson Harold Co., Paris.

**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.

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Bommer Brothers, Brooklyn.

**SCREWS**  
P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.





# Wm. Harland and Son

Established  
in 1791



Merits  
the  
Recognition  
of the  
British  
Navy



Worthy  
of a  
Prominent  
Place on  
Your  
Shelves

H.M.S. "RENOWN"

Painted from stem to stern, inside  
and outside, all over, with

## Harland's Snow-White Enamel (Glossy)

Factories: MERTON, SURREY, ENGLAND

TORONTO, ONT.

BUFFALO, N.Y.





## WANTED and FOR SALE

Ads under this head 25 cents per line. Four lines once for \$1.00, three times for \$2.00. Cash must accompany order. No accounts booked.

Traveler with automobile has first class connection with best hardware trade in Toronto is in position to represent good house on commission basis or salary and commission. Box 301. 3/2/15

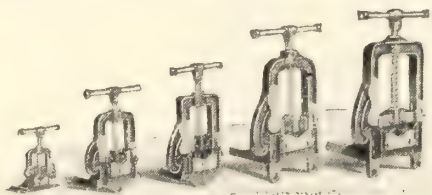
**WANTED**—High class stove and furnace traveler for Quebec territory. Knowledge of both languages necessary. Apply, stating previous experience, to The Gurney-Massey Co., 335 West St. Paul St., Montreal, Quebec.

**BUSINESS FOR SALE.**—Plumbing, Heating and Galvanized Iron Works, six miles from Toronto; waterworks now going in. Full information, Box 303, Canadian Hardware Journal.

## CONSULT THE BUYERS DIRECTORY

The Buyers Directory of **CANADIAN HARDWARE, STOVE AND PAINT JOURNAL** contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.



## ARMSTRONG'S Hinged Vises

They are of the best Malleable Iron, with steel Jaws, and are made on the interchangeable system, so that any of the parts can be replaced if it should become necessary. They are so simple in construction that any further explanation is unnecessary.

Write for Catalogue **TO-DAY**

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333 Knowlton St. Bridgeport, Conn.

Manufacturers of  
Water, Gas and Steamfitter's Tools

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Henry Diaston & Sons, Toronto.  
North Bros. Mfg. Co., Philadelphia.  
Stanley Rule & Level Co., New Britain, Conn.

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Butterfield Co., Rock Island, Que.  
SCYTHES AND HAY KNIVES  
Welland Vale Mfg. Co., St. Catharines.

### SHEARS—Sheet Metal

Peck, Stow & Wilcox Co., Cleveland, Ohio.

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Burrows Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.

Soren Bros., Toronto.

F. T. Wright Co., Ltd., Hamilton.

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Cameron & Campbell, Toronto.

Walker Bin & Store Fixture Co., Berlin.

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SHEEP SHEARING MACHINES

Chicago Flexible Shaft Co., Chicago.

SHEEP MARKING LIQUID

Sherwin-Williams Co., Montreal.

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Steel Co. of Canada, Hamilton.

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Remington Arms U.M.C. Co., Windsor.

### SHOT SHELLS

Remington Arms U.M.C. Co., Windsor.

Dominion Cartridge Co., Montreal.

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Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

### SILVERWARE

Canadian Rogers Co., Toronto.

Oncida Community, Ltd., Niagara Falls, Ont.

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Owen Sound Steel Press Co., Owen Sound.

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Wheeler & Bain, Toronto.

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

### SLEDGES

Taylor-Forbes Co., Guelph.

### SLEDS

Canadian Buffalo Sled Co., Preston.

Richards-Wilcox Canadian Co., Ltd., London.

Gendron Mfg. Co., Toronto.

### SNOW SHOVELS

Canadian Buffalo Sled Co., Preston.

Sheet Metal Products Co., Toronto.

Canada Steel Goods Co., Hamilton.

### SOAP URNS

Chas. Morrill, New York, N.Y.

### SOLDER

Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

McClary Mfg. Co., London.

### SOLDERING IRONS

Brown-Boggs Co., Hamilton.

### SPIKES

Steel Co. of Canada, Hamilton.

### SPOKESHAVES

Stanley Rule & Level Co., New Britain, Conn.

### SPONGES

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

### SPORTING GOODS

Dominion Cartridge Co., Montreal.

Marble Arms Mfg. Co., Gladstone, Mich.

### SPOONS AND FORKS—Tin

Thos. Davidson Mfg. Co., Montreal.

### SPRAYERS

Sherwin-Williams Co., Montreal.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Canadian Fairbanks-Morse Co., Montreal.

Specialty Mfg. Co., Grimsby.

### SPRINGS AND AXLES

Guelph Spring & Axle Co., Guelph.

Taylor-Forbes Co., Guelph.

### SPRING HINGES

Tommer Brothers, Brooklyn.

Chicago Spring Butt Co., Chicago.

SPRINKLERS—Automatic, Fire

James Morrison Brass Mfg. Co., Toronto.

### SPRINKLERS—Lawn

Taylor-Forbes Co., Guelph.

James Morrison Brass Mfg. Co., Toronto.

### SQUARES—Try and Mitre

Stanley Rule & Level Co., New Britain, Conn.

STALLS, STANCHIONS, AND

COW-BOWLS—Metal

Metal Shingle & Siding Co., Preston.

Steel Trough & Mfg. Co., Tweed.

Beatty Bros., Fergus.

### STAIR PLATES

Steel Equipment Co., Ottawa.

### STAPLES

Steel Co. of Canada, Hamilton.

Canada Steel Goods Co., Hamilton.

Cowan & Britton, Gananoque.

Laidlaw Bale-Tie Co., Hamilton.

### STORAGE BATTERIES

Canadian Fairbanks-Morse Co., Montreal.

### STORM WINDOW HINGES

Watrous Acme Mfg. Co., Des Moines, Iowa.

STEEL RULES—Machinists'

Lufkin Rule Co. of Canada, Windsor.

### STEP LADDERS

McFarlane Ladder Works, Toronto.

Stratford Mfg. Co., Stratford.

Otterville Mfg. Co., Otterville.

### STOVE TRIMMINGS

Radiant Electric Co., Grimsby.

### STOVES AND RANGES

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Beach Foundry Co., Ottawa.

Purrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Cupp Stove Co., Fort William.

Clare Bros. & Co., Preston.

Thos. Davidson Mfg. Co., Montreal.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Specialty Mfg. Co., Grimsby.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall Zryd Foundry Co., Hespeeler.

Hamilton Stove & Heater Co., Hamilton.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

Harriston Stove Co., Harriston.

Supreme Heating Co., Welland.

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McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright & Co., Hamilton.

Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

### STOVE PIPE DAMPERS

Eureka Damper Co., Montreal.

Taylor-Forbes Co., Guelph.

### STOVE PIPE SUNDRIES

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

### STOVE AND RANGE CASTERS

Chicago Hardware Foundry Co., Chicago, Ill.

Moffat Stove Co., Weston.

### STOVE POLISH

Duncan Electric Co., Montreal.

Nickel-Plate & Stove Polish Co., Windsor, Ont.

### STOCKS AND DIES

Armstrong Mfg. Co., Bridgeport, Conn.

### STORE LADDERS

Richards-Wilcox Canadian Co., London.

Milbradt Mfg. Co., St. Louis, Mo.

### STORE FRONTS—Metal

Consolidated Plate Glass Co., Toronto.

### SWINGS—Lawn

Stratford Mfg. Co., Stratford.

### TABLE CUTLERY

Arch. McFarlane, Montreal.

Oncida Community, Oneida, N.Y.

Canadian Rogers Co., Toronto.

### TACHES

Steel Co. of Canada, Hamilton.

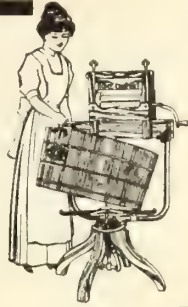
Parmenter Bulloch Co., Gananoque.

### TANKS

Metal Shingle & Siding Co., Preston.



# One Live Dealer



in every town—can connect with a good paying proposition in selling the extensively advertised and well known

## "1900" Gravity Washer



The profits are handsome and every sale means a satisfied customer.

Write to-day for particulars of our full line of Washers and Wringers

**The  
Nineteen Hundred  
Washer Company**

357 Yonge Street Toronto

# HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

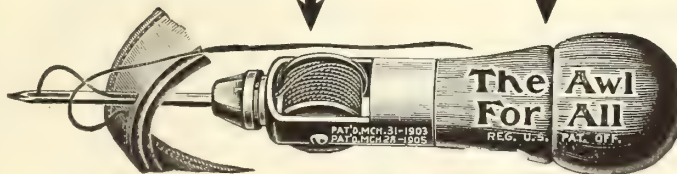
We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

**The American Wringer Co.**

New York, U. S. A.

## THE GENUINE MYERS DOLLAR SEWING AWL



Needles  
in the hollow  
handle  
screw  
top

Convenient counter display box, and show card in three colors, **JUST OUT NEW.** Actual size of box 10 5/8 x 4 3/4 x 1 5/8 One box with every 1/2 doz. awls, shipping weight 2 lbs.

See that exposed reel under the finger tips (THIS PRINCIPLE IS RIGHT)

Ask for 1914 catalogue and wholesale prices.

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A. PRUD'HOMME & FILS, LIMITED,  
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THE HOBBS HARDWARE CO., LTD.,  
London, Ont., Canada  
MERRICK ANDERSON COMPANY,  
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MARSHALL-WELLS CO., LIMITED, Winnipeg, Man.

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Step Ladders, Ladder Chairs, Lace Curtain Stretchers, Ironing Boards, Tub Stands, Quilting Frames and Hand Corn Planters

You will save money by learning our prices before placing your Spring Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.

## The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal



## Cuts Half the Labor Cuts All the Leaks

The way to cut out  
your accounting wor-  
ries is to use the



# Remington

## Adding and Subtracting Typewriter

(Wahl Adding Mechanism)

This machine *cuts half the labor* by combining two operations writing and adding—in one. *It cuts all the leaks* by cutting all the errors. The machine itself is error proof, and it spots any errors made by others. As a mechanical check it is perfect.

Either one of these things makes the Remington Adding and Subtracting Typewriter worth many times its cost to you. And remember that the range of this machine covers billing work, statement work—any kind of work where writing and adding are done on the same page. A demonstration, *on your work*, will be given on your request—no obligation involved.

Send for our Illustrated Booklet

**Remington Typewriter Company, Limited**

144 Bay Street, Toronto, Ontario  
7 Notre Dame St. West, Montreal, Que.

## Make Your Windows Attractive by writing

# Good Show Cards

There is nothing that will attract new customers to your store more than an attractive window display. And a window display does not carry the influence it should unless it contains effective show cards.

If you do not know how to write Show Cards it is time you did. We can teach you how in short order and at a little expense by our new revised

## Edwards Short-Cut System

It is the most complete ever produced. It brings results which mean money to YOU if you will use our system. Our descriptive catalogue is ready for you. Write us to-day and mention this journal. If you can make any sort of letters for card work send us a sample, address

Show Card Writing Department

**SHAW CORRESPONDENCE SCHOOL**  
395-7 YONGE STREET, TORONTO

Wayne Oil Tank & Pump Co.,  
Woodstock.  
Steel Trough & Machine Co.,  
Tweed.

**TANK AND SILO TUGS**  
Otterville Mfg. Co., Otterville.  
**TAPEs—Measuring**  
Lufkin Rule Co. of Canada,  
Windsor.

**TUB STANDS**  
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J. H. Connor & Son, Ottawa.  
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Fairgrieve Metal & Stamping Co.,  
Toronto.

See also Enamelware.  
**TOOLS—Mechanics'**  
North Bros., Philadelphia, Pa.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
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Taylor-Forbes Co., Guelph.

**TRAPS—Lavatory**  
James Morrison Brass Mfg. Co.,  
Toronto.

Canada Metal Co., Toronto.

**TRAPS—Animal**  
Oneida Community, Ltd., Niagara  
Falls, Ont.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

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Canada Wire & Iron Goods Co.,  
Hamilton.

**TRAPS—Steam**  
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Toronto.

**TRAP TRIMMERS**  
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E. C. Atkins & Co., Hamilton.  
Henry Disston & Sons, Toronto.

**TRUCKS—Warehouse**  
Canadian Fairbanks-Morse Co.,  
Montreal.

Burrow, Stewart & Milne, Hamil-  
ton.

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Olward Mfg. Co., Berlin.  
Invincible Renovator Co., Toronto.

Clements Mfg. Co., Toronto.

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Benj. Moore & Co., Toronto.  
Lowe Bros., Ltd., Toronto.

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real.

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Sanderson Pearcey & Co., Toronto.

Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.  
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R. C. Jamieson & Co., Montreal.  
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ronto.

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ronto.

McClary Mfg. Co., London.

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Steel Trough & Machine Co.,  
Tweed.

**WAFFLE IRONS**  
Taylor-Forbes Co., Guelph.

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Wm. Cane & Sons Co., Newmarket.

Cummer-Dowdell, Ltd., Hamil-  
ton.

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Wm. Cane & Sons Co., Newmarket.  
**WASTE—Cotton and Wool**  
Scythos & Co., Toronto.

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Steel Co. of Canada, Hamilton.  
Taylor-Forbes Co., Guelph.  
Canada Metal Co., Toronto.  
Gutta Percha & Rubber, Ltd., To-  
ronto.

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J. H. Connor & Son, Ottawa.  
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Maxwells, Ltd., St. Mary's.  
Geo. C. Kaitting & Sons, Galt.

Nineteen Hundred Washer Co.,  
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Taylor-Forbes Co., Guelph.  
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Dayton Pump & Machine Co.,  
Dayton, Ohio.

**WATER AND HOG TROUGHs**  
Steel Trough & Machine Co.,  
Tweed.

Metal Shingle & Siding Co., Pres-  
ton.

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Taylor-Forbes Co., Guelph.  
**WELL CUBB—Corrugated Metal**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**WHEELBARROWS**  
Maxwells, Ltd., St. Mary's.  
Meaford Wheelbarrow Co., Mea-  
ford.

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Drayton Mills, Ltd., Drayton, Ont.

**WHIP RACES**  
Burrow, Stewart & Milne, Hamil-  
ton.

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Meakins & Sons, Ltd., Hamilton.

**WINDOW SETS—Basement**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

**WIRE CLOTHES LOCKERS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**WIRE DOOR MATS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

Kuhne-Anderton Mfg. Co., Port  
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P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.

**WIRE DOOR PULLS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**WIRE CLOTH**  
B. Greening Wire Co., Ltd., Hamil-  
ton.

Canada Wire & Iron Goods Co.,  
Hamilton.

**WIRE FENCING**  
Banwell-Hoxie Wire Fence Co.,  
Hamilton.

McGregor, Banwell Fence Co.,  
Walkerville.

**WIRE FENCE STRETCHERS**  
Richards-Wilcox Canadian Co.,  
London.

McGregor Banwell Fence Co.,  
Walkerville.

Otterville Mfg. Co., Otterville.

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B. Greening Wire Co., Hamilton.

McClary Mfg. Co., London.  
Canada Wire & Iron Goods Co.,  
Hamilton.

E. T. Wright Co., Ltd., Hamilton.  
Thos. Davidson Mfg. Co., Mont-  
real.

**WHITE LEAD**  
Benjamin Moore & Co., Toronto.  
Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

Steel Co. of Canada, Hamilton.  
Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

**WOODENWARE**  
Wm. Cane & Sons, Newmarket.  
Thos. Davidson Mfg. Co., Mont-  
real.

Meakins & Sons, Hamilton.

**WRENCHES**  
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N.Y.

**WEINGERS—Clothes**  
American Wringer Co., New York.

Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

**WRINGER ROLLS**  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**ZINC ORNAMENTS**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.



## Announcement

To

# Hardware and Cutlery Buyers

We have just been appointed the sole Canadian agents for the following well-known manufacturers :

**J. R. Torrey Razor Company**  
WORCESTER, MASS.  
High-Grade Razors

**J. R. Torrey & Company**  
WORCESTER, MASS.  
The Celebrated "Torrey" Razor Straps

**American Tap & Die Company**  
GREENFIELD, MASS.  
Taps, Dies and Screw Plates

**Nichols Brothers**  
GREENFIELD, MASS.  
Knives, Cleavers and Steels

**Liveright Brothers**  
PHILADELPHIA  
Manufacturers of "Gold Medal"  
Files and Rasps

We are in a position to quote you lowest prices, and to guarantee prompt delivery of goods made by these high-class firms. Do not order elsewhere, without giving us a chance to show you our samples and quote prices.

*Drop us a line whenever you are in the market for any of the above lines*

**Taylor & Leith**  
9 McNab St. N. Hamilton, Ont.



## You can make more money out of the Motorists

by Installing the

# Wayne Street Pump

There will be a great number of Automobile Tourists from United States in Canada this year who will leave lots of money behind them.

One thing they will spend their money for is **Gasoline** and you can best secure your share of this by selling **your** gasoline from a **Wayne Street Pump**.

This Wayne Street Pump is built of the best grade of material throughout. The working parts of the pump are completely housed by heavy cast doors, securely locked, to withstand outdoor wear and tear. An extra swing nozzle is supplied for filling small cans.

Wayne Storage Tanks are guaranteed to be leak and evaporation proof. Write for particulars.

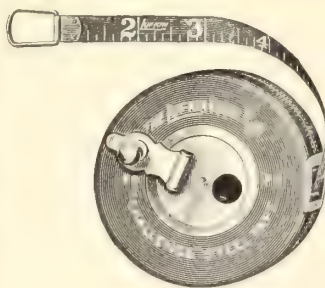
*Literature and Prices will be sent if requested*

**Wayne Oil Tank & Pump Co.**  
Limited  
Woodstock Ontario



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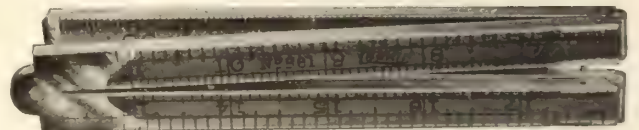
## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.  
WINDSOR, ONT.



RED  
**S**  
BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

DON ROADWAY

TORONTO



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

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Vol. 7

TORONTO, MAY, 1915

No. 5



*"You  
Buy A*

## SIMONDS

(Pronounced SI-MONDS)

## HAND SAW

*the next time you  
want a good saw"*

**T**he above is our advice to the Carpenters of Canada. It was plainly printed right on the front cover of the last issue of *The Canadian Builder and Carpenter*. These men are your customers. They will read this announcement and will come to you to hear more of the good qualities of Simonds Hand Saws. We want you to remember this one essential fact when selling Simonds Hand Saws—that is, that we do not want a purchaser of this saw ever to be dissatisfied. Our guarantee is broad and liberal because we have absolute confidence in the high quality of our saws, and want you to pass that confidence along to your customers. Write for a copy of our catalog if you do not have one.

### SIMONDS CANADA SAW COMPANY, LIMITED

ST. REMI ST. & ACORN AVE.

VANCOUVER, B.C.

MONTREAL

ST. JOHN, N.B.







# GARBAGE CANS



Every genuine Clean-Up Campaign should include a proper garbage can, and you should handle the best. **SMP** offer three sizes: small (No. 1), medium (No. 2) and large (No. 3)—HOT GALVANIZED—nestable—deep-rimmed seamless covers, fitted with dog-proof cover fasteners—attractively labeled.

---

SHIPMENTS MADE PROMPTLY

THE SHEET METAL PRODUCTS CO. OF CANADA  
MONTREAL TORONTO WINNIPEG LIMITED





# Dunham Water-weight Rollers



There should be no hesitation about carrying a line of these famous Lawn Rollers. They are splendid trade getters and guaranteed to give complete satisfaction to your customers.

The Dunham Water-Weight Roller can be made heavy enough for firm turf or tennis court, and light enough for the softest lawn. You simply fill it with water to any weight desired. The axle revolves in hardened steel roller bearings, and turns so smoothly that a boy can handle the heaviest roller. Can be had either with or without balance handles.

*Don't delay in sending for literature and fuller particulars.*

# "Pennsylvania" Lawn Mowers

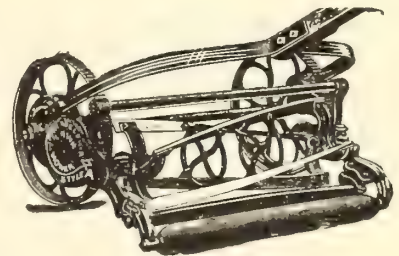
Every progressive dealer should handle this high-grade Lawn Mower. We name a few of the special features embodied in the "Pennsylvania": All the blades are crucible tool steel, oil-hardened and water-tempered; are self-sharpening and *stay* sharp, and will do good clean work without re-grinding even after a dozen years' use; the three gears give a longer wheel base, enabling smooth cutting over uneven lawns. The easiest running, most durable, most satisfactory mower made.

## Other Lines of Lawn Mowers

"Keystone," roller-bearing; "Empress," ball-bearing; "Woodyatt," "Star," "Daisy," "Perfection," "Peerless," "Aero," "High-Speed," "Glide 3B." Write for circulars and full particulars.

## Garden and Lawn Accessories

Including steel hose reels, plain and corrugated non-kinkable multi-ped hose, sprinklers, grass shears, grass catchers, border shears, J. D. aluminum lawn rakes, specially adapted for stripping dandelion buds, etc., etc.



*Don't hesitate about writing us. We gladly furnish full particulars and prices of our varied stocks, and promise immediate despatch of your orders*

# Rice Lewis & Son

Limited

Toronto

Ontario



## Are YOU Making Money On Our 60,000,000 Trade?

We supply 90% of Canada's file requirements. Are YOU getting your share of this trade? It would pay YOU to handle the "Famous Five":

**KEARNEY & FOOT  
GREAT WESTERN  
AMERICAN  
ARCADE  
GLOBE**

(MADE IN CANADA)

They're files that dealers are proud to sell. Because they're as *uniformly* perfect as 50 years' experience—5 great plants—and the finest machinery can make them.

And they're profitable files to sell. They're advertised consistently in every field. Recognized in every industry as World-Standard Files. Stocked in large quantities at the factory—so that you need only a small stock on your shelves. That means many quick turn-overs—and the best net profit on your investment.

From every angle, the "Famous Five" are the **RIGHT** Files to handle. Why not write to-day for "File Philosophy" and our complete catalog?

**NICHOLSON FILE COMPANY**  
PORT HOPE Jobbers  
Everywhere ONTARIO

## *Dealers, Attention*

## **SARNIA CORRUGATED SHEETS**

*Large Stocks, Quick Shipment and Prices Right. Write at once*

Our factory, the newest and most modern of its kind in the Dominion of Canada, can make more Galvanized Corrugated Iron than all other factories in Canada combined. In making prices to our customers we take this fact into consideration and we wish an opportunity to quote you on a trial order. Our line also includes the following:

**METAL SIDINGS, METAL SHINGLES, EAVESTROUGH, CONDUCTOR  
PIPE, CULVERTS, VENTILATORS, VALLEYS, SKYLIGHTS, PLAIN  
GALVANIZED SHEETS, ETC.**

The word Sarnia on sheet metal products is a guarantee of Quality, Service and Satisfaction. We have a proposition to make you money and a bigger business. Write to-day.

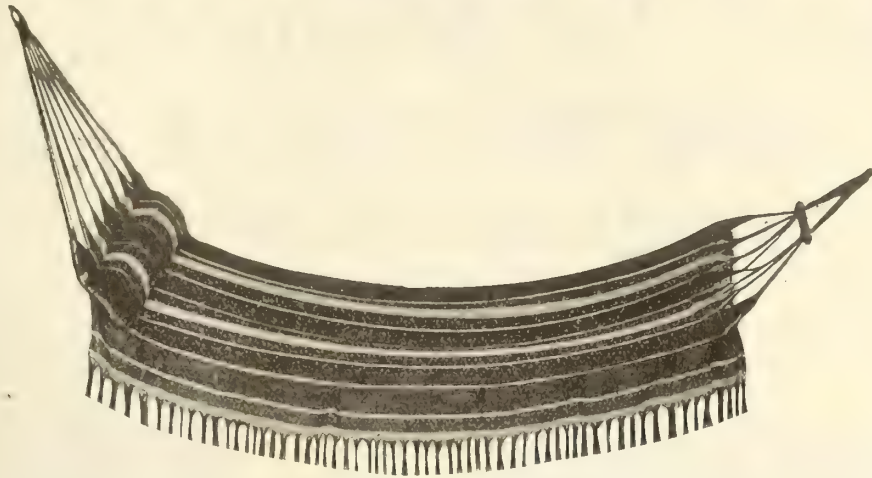
**THE SARNIA METAL PRODUCTS CO., LIMITED**

**SARNIA**

**CANADA**



# SAMSON HAMMOCKS



## YOU WILL BE DELIGHTED

with our line of *Samson Hammocks* this year.

THE ATTRACTIVE AND ARTISTIC PATTERNS are in variety to suit all tastes and purses.

THEY WILL READILY SELL because of their generous size and superior weave.

OUR ASSORTMENT THIS YEAR IS THE BEST WE HAVE HAD, and the hammocks are of the high quality consistent with the *Samson* brand.

A word from you will bring prices and illustrations

**QUICK SELLERS - GOOD PROFIT**

**H. S. HOWLAND, SONS & CO.**  
LIMITED

WHOLESALE HARDWARE

**TORONTO**

OUR PRICES ARE RIGHT

WE SHIP PROMPTLY

GRAHAM NAILS ARE THE BEST





**Full--Well Balanced Loads are Loads That Make Certain a Full Game Bag**

**Dominion Loaded Shot Shells**

Dense or Bulk Smokeless powder and Crown Black powder contain the proper combinations of powder and shot.

To satisfy your customers sell them the practical loads—26 grains or  $3\frac{1}{4}$  drams and  $1\frac{1}{8}$  ounce of shot.

**Dominion Cartridge Company Limited**  
Montreal

Labels on the right pan:  
 $3\frac{1}{4}$  DRAMS STANDARD SMOKELESS POWDER  
 $1\frac{1}{8}$  OZ. DOUBLE CHILLED SHOT  
 SUPERIOR FELT WADS



## Davidson's "Frost River" Refrigerators

*Made entirely of Sheet Steel—Galvanized*

THE exterior is finished in a beautiful French grey, with decorated panels and corner scrolls. The food chamber is coated with white enamel and is delightfully dainty and clean in appearance. Locks, hinges and handles are solid brass polished—they are also fitted with roller-bearing castors which make them very easy to move.

All inside parts are removable for cleaning purposes. The all-steel body cannot warp, shrink or fall apart, and with care should last a lifetime.

Made in three sizes—Nos. 22, 24 and 26  
 Booklet with all particulars sent on application

**The Thos. Davidson Mfg. Co.**

Limited

TORONTO

MONTREAL

WINNIPEG

Cut illustrates No. 26

# NOW IS THE TIME TO PUSH Oil Stoves and Ovens

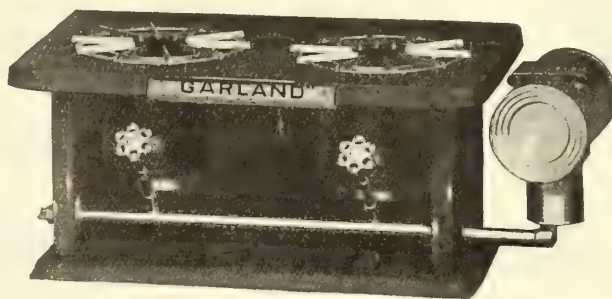
The "Garland" Line will give you better profits, more satisfied customers if you place a few samples in your window or on your floor. Our prices enable you to meet any competition, and the exclusive agency eliminates any possibility of your opposition selling your prospects by cutting prices.



**Wick Blue Flame  
Oil Stove**

Made with 2, 3 or 4 burners.  
Can be supplied with glass or  
metal tank, or with high shelf

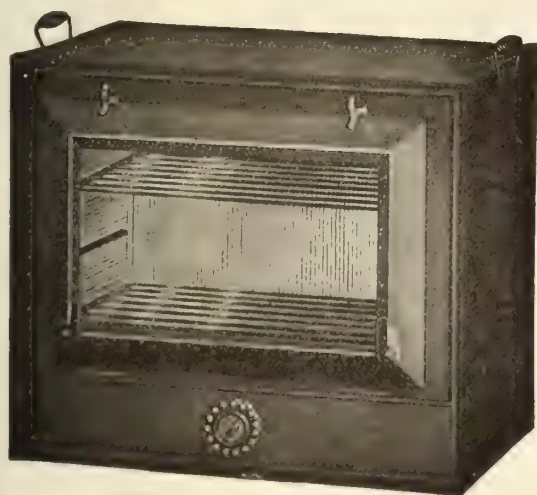
This line  
of stoves  
has ex-  
clusive  
features  
which  
defy the  
ruinous  
competition



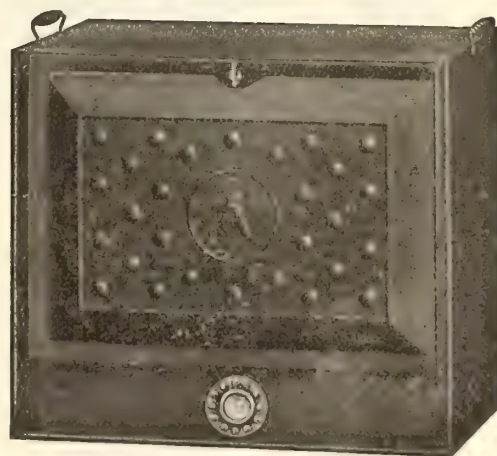
**Wickless Blue Flame Oil Stove**

Made with 2 or 3 burners

## TWO POPULAR MODELS



Seven styles  
and sizes will  
enable you  
to meet any  
competition



**ALL MAY SHIPMENTS DATE FROM JUNE 1st**

Drop us a line for Prices and Descriptive Literature

# BOWES, JAMIESON LIMITED

Hamilton, Ontario

"Garland" Stoves, Ranges and Furnaces—Coal, Wood, Gas, Oil





## Buy "MEAKINS" when You Buy Paint and Varnish Brushes

They are always reliable, and they are always the same. They are made by the best male workmen, using the latest and most perfect machinery, in an up-to-date factory, built for the purpose. It pays to supply your customers with the best tools—"Meakins" Brushes are the best.

*Write for our 1915 Catalog*

**MEAKINS & SONS, LIMITED**

**HAMILTON, ONT.**

Warehouses: Toronto, London, Winnipeg

Meakins Brush Co., Limited, Montreal



No. 1000.  
Price \$1.25.  
(Without battery)



No. 1020.  
Price \$1.50.  
(Without battery)  
Pat. applied for.

## "PRESTO" Specialties *Electric Hand Lamps*

An attachment for any Dry Cell Battery. Reflector pivoted so light can be thrown at any angle.

Equipped with Tungsten bulb and bull's eye lens. Gives a powerful light.

### **A LIVE LINE FOR THE LIVE DEALER**

These "Presto" Electric Hand Lamps are the handiest and most serviceable illuminating device ever conceived.

Can be used anywhere on any occasion—by the farmer, plumber, autoist, inspector, housewife, physician, in store or factory, barn or garage, cellar or attic.

**Absolutely Safe** around gas, gasoline, oil or hay, for it cannot ignite anything inflammable. It is clean and has no smell, heat or smoke. **A Good Lot of Light for a Little Money.**

Manufactured by

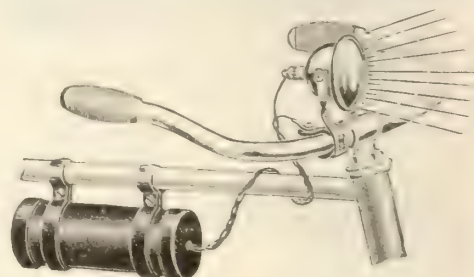
### **Metal Specialties Mfg. Co.**

736-738 West Monroe St., Chicago, Ill.

W. B. Morrow, of Toronto, distributor for Ontario.  
H. Wheeler, of Montreal, distributor for Quebec.  
Henderson & Richardson of Montreal, distributors for Maritime Provinces.  
The H. S. Mussett Company, Winnipeg, distributors for Manitoba.  
Ernest & Martin Bernet, Vancouver, B. C., distributors for British Columbia.  
Regina Heating & Sheet Metal Co., Regina, Sask., distributors for Saskatchewan & Alberta.



No. 1010.  
Price \$1.40.  
(Without battery)



No. 1050.  
"Presto" Bicycle Lamp. A most appropriate and useful lamp for the cyclist.  
Price \$2.00.  
(Without battery)

# THOUSANDS OF DOLLARS

are being spent this Spring by The Imperial Oil Company, Limited, in advertising *New Perfection Oil Stoves* to the people of Canada in magazines, farm papers and newspapers.



New Perfection Oil Cook Stoves, for years known as the best that can be produced, are now **MADE IN CANADA** by The Perfection Stove Company, Limited, Sarnia, Ontario.

When you push New Perfections, you are pushing *Canadian* goods and the best known oil cook stove on the market.

New Perfection Oil Cook Stoves are durable, simple in operation, and suitable for all kinds of cooking the year round. Especially popular in summer because they keep the kitchen cool and clean.

Made with 1, 2, 3 and 4 burners, cabinet tops, drop shelves, towel racks, etc.

*For Catalogue and Price List  
address the nearest office of*



## THE IMPERIAL OIL COMPANY

LIMITED

TORONTO  
REGINA

MONTREAL  
SASKATOON

ST. JOHN  
CALGARY

HALIFAX  
EDMONTON

WINNIPEG  
VANCOUVER



Made in

Canada



# Vacuum Cleaners

*for House Cleaning*

Now is the best time for you to feature these vacuum cleaners. Your customers will want them for their Spring house-cleaning.



## EUREKA

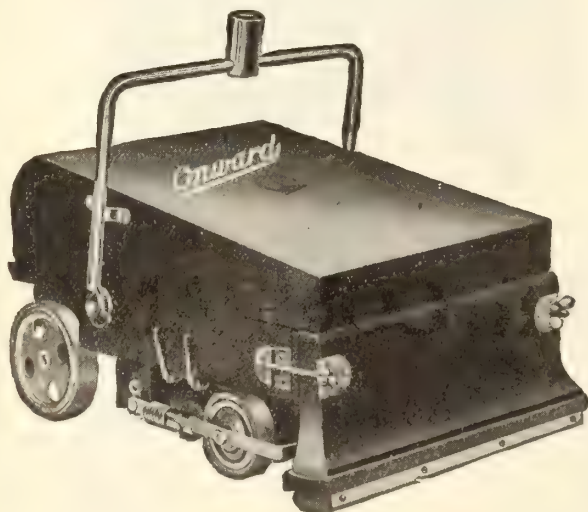
*Electric*

The "Eureka" is a powerful and most reliable machine and is exceedingly easy to operate. It appeals to the housewife on economic, sanitary, time and labor saving principles.

# ONWARD

*Combination*

The "Onward" is a Ball Bearing machine and works exactly like a carpet sweeper, quite as easy to operate and vastly more efficient.



*There is a good profit for the Dealer on these machines. Write us to-day.*

## Onward Manufacturing Company

Berlin

Ontario

# "TIGER" WHITE LEAD

*The Lead With the Spread*

**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

## The Steel Company of Canada, Ltd.

HAMILTON  
VANCOUVER

MONTREAL  
VICTORIA

TORONTO  
HALIFAX

WINNIPEG  
ST. JOHN

## Laidlaw Wire Nails, Bale Ties and Baling Wire

Our products are thoroughly tried and tested before leaving the factory, and you can safely guarantee them to the limit.

Made in all serviceable gauges of the best known quality.

With the Laidlaw Line you will realize quick sales and Actual Profit.

*If you have not already stocked our line, write for further information.*



## The Laidlaw Bale-Tie Co.

HAMILTON, ONT.

Limited

Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Moulden  
Winnipeg, Man.





**REMINGTON  
UMC**

**“Heard 'Round the World”**

***Remington*  
UMC**

In every land, the finest trophies of hunt and chase fall before Remington-UMC Arms and Ammunition.

One hundred years' experience is wrapped up in the Remington-UMC Line. Many real improvements in Ammunition and Arms were pioneered by this famous firm.

Sportsmen who “go the limit” for quality—

Sportsmen who must “count the cost”—

All stick to the Remington-UMC Line because it's the best for their money and the best at any price.

You can't go wrong in stocking  
the Sportsmen's Favourite Line.

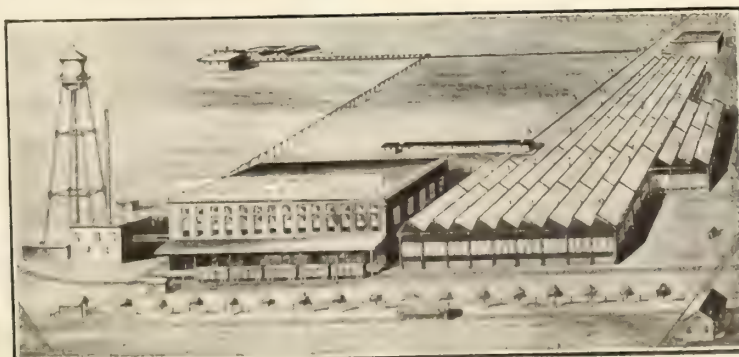
**The Remington Arms-Union Metallic Cartridge Company**

*(Contractors to the British Imperial and Colonial Governments)*

London, England

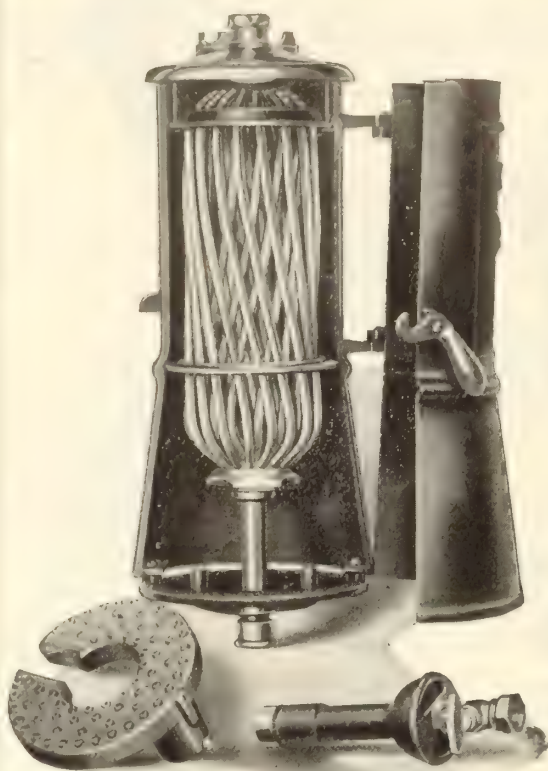
**WINDSOR, CANADA**

New York, U.S.A.



*Our Windsor (Ont.) Works*





## MORRISON'S Stack Gas Water Heater

Will Prove a Profitable Proposition  
for Summer Trade

A tank heater that gives hot water at the taps continuously, one minute after the gas is lit.

The **Stack Heater** will produce more hot water for a given amount of gas than any other heater of similar capacity.

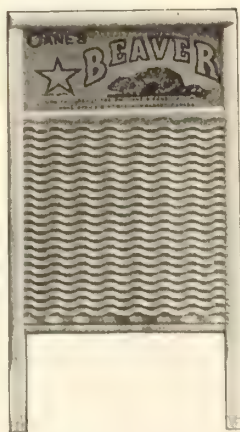
Many of your customers will need one of these heaters this summer.

We guarantee this Stack Heater to give absolute satisfaction to every purchaser.

*Write us to-day for Booklet and further Information*

**The James Morrison Brass Mfg. Co., Ltd.**  
89-97 West Adelaide Street - Toronto, Ontario

"It's an ill wind that blows no good"



## Aluminum or Zinc

### The War

has raised the price of zinc and consequently the price of washboards—BUT the BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.

Aluminum is less liable to crack, split or carry defects that will tear the clothing being washed on it, and it presents a much brighter appearance than zinc, and is more attractive on that account.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at THE SAME PRICE AS THAT OF ZINC ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

**The Wm. Cane & Sons Co.**  
Limited  
Newmarket - Ontario

*Made in Canada*



## Sweat Pads, Housings and Collar Pads

Cure Gall Sores by Removing their Cause

They are easily sold and handled.  
Satisfaction is our guarantee. Once  
used—always used.

*Booklets and Window Signs on request  
from Dealers*

**Burlington Windsor Blanket Co.**  
Limited  
793 King St. West, Toronto, Ontario



# BRITISH HERO SPOONS

**W**E are glad to announce to the Hardware Trade that we now have ready for immediate distribution

**COMPLETE SETS OF BRITISH HERO SPOONS  
in Satin-lined Boxes to retail at \$3.00 a Set.**

The new sales plan under which we are distributing these complete sets of spoons gives the dealer a handsome margin of profit and makes it well worth while to place an immediate order.

To place this new proposition in the hands of every hardware dealer in the shortest time, we have prepared an attractive folder which outlines the entire sales plan, a copy of which we will be glad to send upon request. A postcard will do.

Note the illustration of the complete sets of spoons in the satin-lined case below.

## CANADIAN WM. A. ROGERS, LIMITED

570 King St. West, Toronto

Western Salesroom—Winnipeg





# Stanley Tools



## "Hurwood" Ice Picks

*Strongest, Sharpest and  
Handiest ever Manufactured*

SIMILAR IN CONSTRUCTION TO  
THE CELEBRATED

## "Hurwood" Screw Drivers

They have a number of  
distinctive features that  
cannot help but attract  
attention.

*Two Assortments are offered:*

**STYLE "E"**

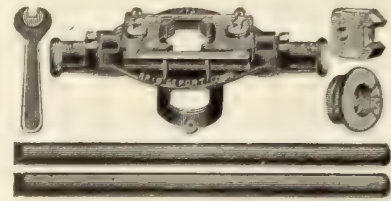
List Price Per Dozen, \$6.00

**STYLE "F"**

List Price Per Dozen, \$4.60

*Full Particulars upon Request*

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.



## Genuine Armstrong Stocks and Dies

are so well known to the steam and gas fitting  
trade that it is to every hardware dealer's  
advantage to stock this line.

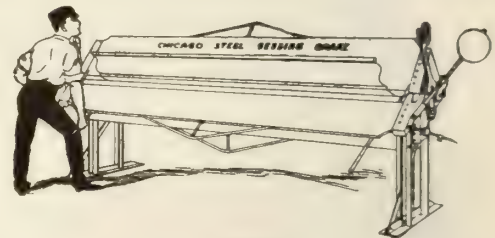
The Genuine Armstrong Stocks and Dies of  
which we are sole manufacturers are built  
with great care and mechanical supervision  
and guarantee the user complete satisfaction.

*Write for Catalogue TO-DAY*

## The Armstrong Mfg. Co.

333 Knowlton St. Bridgeport, Conn.

*Manufacturers of*  
Water, Gas and Steamfitter's Tools



## THE Chicago Steel Bending Brake

**In One of the 200 Sizes  
will Save Money for You**

Your sheet metal department will turn  
over more profit by the use of the

**Chicago Steel Bending Brake**

One man can operate with ease, and it pro-  
duces a great amount of work with uniform  
accuracy in wonderfully fast time.

You needn't rely upon our judgment or yours.  
The judgment behind the employment of over  
ten thousand in the U. S. is our reference.

*Literature upon request.*

**The Steel Bending Brake Works**  
Chatham, Ontario **LIMITED**



# Kir-Ben Registers



**KIR-BEN TWO PIECE REGISTER**  
(Also made with lugs)



**KIR-BEN ONE PIECE REGISTER**  
(Also made without lugs.)

## OUR LINE INCLUDES:

**Baseboard Registers**  
**Floor Registers and Borders**  
**Face Plates and Ventilating Plates**  
**Base Plates**  
**Round Faceplates, etc.**

*In short, a full line, in a full line of sizes.*

### Kir-Ben Baseboard Registers.

One and two piece types, each with and without lugs.

Handsome in appearance and designed to harmonize with any style of architecture or furnishing.

Perfectly smooth in all parts to prevent lodging of dust.

Kir-Ben Valve Mechanism (simple and durable) permits adjustment of valve at any desired opening. Very easy to install.

Standard finishes are Black and White Japan, Copper, Oxidized and Nickel Plated. Other finishes if ordered.

*Keep in mind Kir-Ben Furnaces, Kir-Ben Ranges, Kir-Ben Registers. Get our Catalogues.*

## Kir-Ben Agency is the Best



**Kir-Ben, Limited**

Almonte

Ontario

### Western Furnace Customers Address:

The D. Moore Co., Ltd.

J. A. Evans, Agent, Winnipeg.

D. MacLachlan,

546 Howe St., Vancouver





## Time to Order FREEZERS

Whether you stock the LIGHTNING, GEM or BLIZZARD, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The BLIZZARD, being a low-priced Freezer, makes a good running mate with either the GEM or LIGHTNING. Now is the time to place your order. Shipment can be made any time you specify.

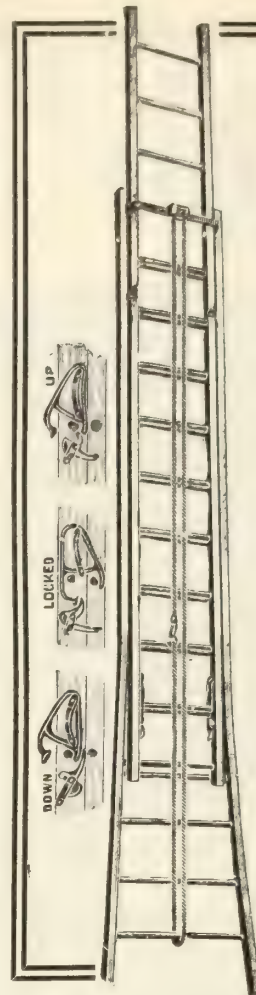


BE SURE to INCLUDE the LIGHTNING ICE CHIPPER No. 1. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will  
Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.



## Stratford Ladders

### Meet Every Requirement

The Stratford line of Ladders is the most complete and satisfactory line the hardware dealer can handle.

The ladder illustrated is the best Roped Extension Ladder offered to the trade.

Made of the lightest stock, reinforced by hardened and galvanized steel wire, running the full length of each riser, properly embedded in the material and securely fastened, this ladder is stronger than one twice the weight stock, without the wire truss.

Write for our new Catalogue  
To-day. It will interest you

**Stratford Mfg. Co.**  
LIMITED

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

Stratford - Ontario

## MILBRADT LADDERS

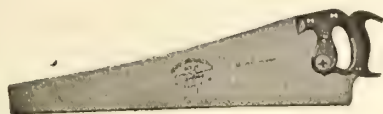


Mean a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

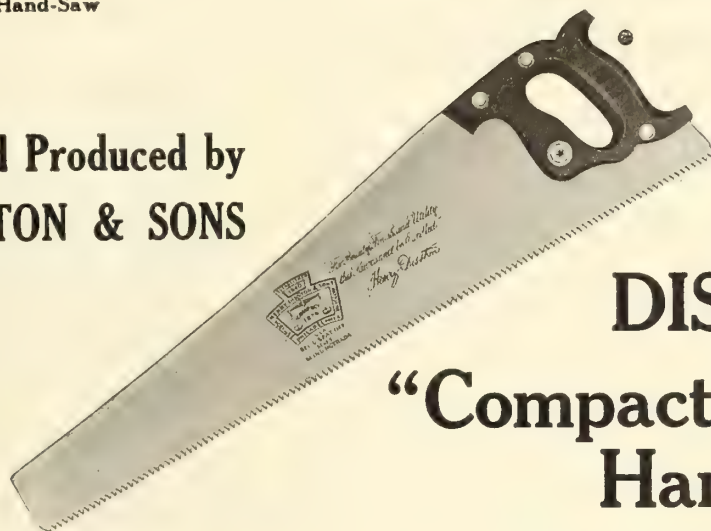
Write for our complete ROLLING LADDER CATALOGUE, showing many styles suitable for all kinds of shelving.

**MILBRADT MANUFACTURING CO.**  
2400 N. 10th Street St. Louis, Mo.



The Original Compact Hand-Saw

Originated and Produced by  
**HENRY DISSTON & SONS**  
in 1874



The  
**DISSTON**  
"Compact-1874"  
Hand-Saw

**HENRY DISSTON & SONS, LIMITED**  
2-20 Fraser Avenue      -      -      Toronto, Ontario

**Trulite**

MADE IN CANADA

It is easy enough to specify for Lanterns  
*But*, to get the *best*, specify

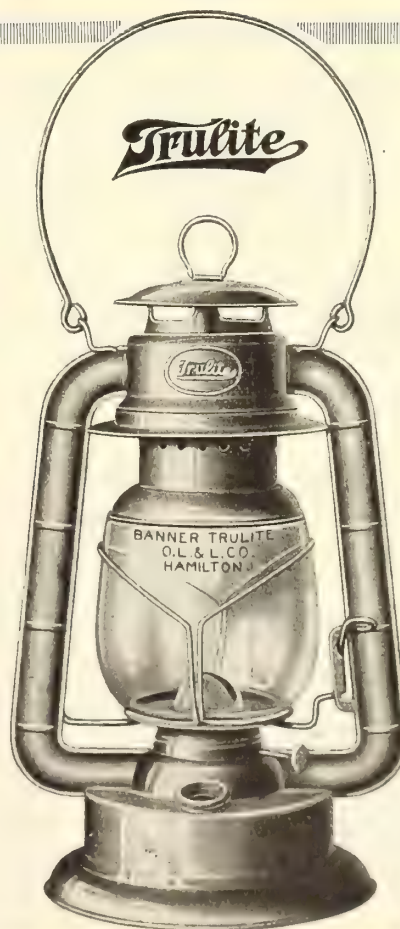
**Trulite**

THE LANTERN OF EXCELLENCE

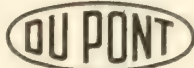
**Ontario Lantern & Lamp Co.**  
Limited

Hamilton

Ontario







**SPORTING POWDERS**  
**Are Dollar Makers**  
**FOR DEALERS**

**WHY?**

DU PONT "Bulk" or "Dense" in Smokeless  
 and DU PONT in Black

Spell economy in your ammunition stock  
 because these guaranteed, world-known

**POWDERS SATISFY  
 ALL SHOOTERS**

Tie your store to our national advertising  
 campaign by stocking DU PONT POW-  
 DERS—the choice of field and trapshooters

For Powder Booklets and Trapshooting  
 Club Organization Helps write to Dept. 499

**DU PONT POWDER CO.**  
 Established 1802  
 WILMINGTON, DEL., U.S.A.

Builders' Supply and Hardware  
 Dealers can obtain their supply of

**Creosote Shingle  
 Stain**

and

**Black Liquid Mortar  
 Color**

from

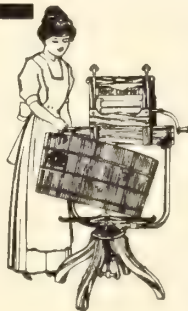
**MANTON BROS.**

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
 Dominion. To dealers only.

**One Live  
 Dealer**

in every town—can connect  
 with a good paying proposi-  
 tion in selling the extensively  
 advertised and well known



**"1900" Gravity Washer**



The profits are handsome  
 and every sale means a  
 satisfied customer.

Write to-day for particulars of our  
 full line of Washers and Wringers

**The  
 Nineteen Hundred  
 Washer Company**

357 Yonge Street Toronto

**The "Handy Andy"  
 Improved Force Cup**



For household use,  
 enables anyone to  
 keep the drain pipes  
 of sinks, baths, basins,  
 tubs, etc., free and  
 clear, and in a safe  
 and sanitary condition.

**There's a Good  
 Sale for Them**

Manufactured solely by

**Gutta Percha & Rubber, Limited**

Successors to

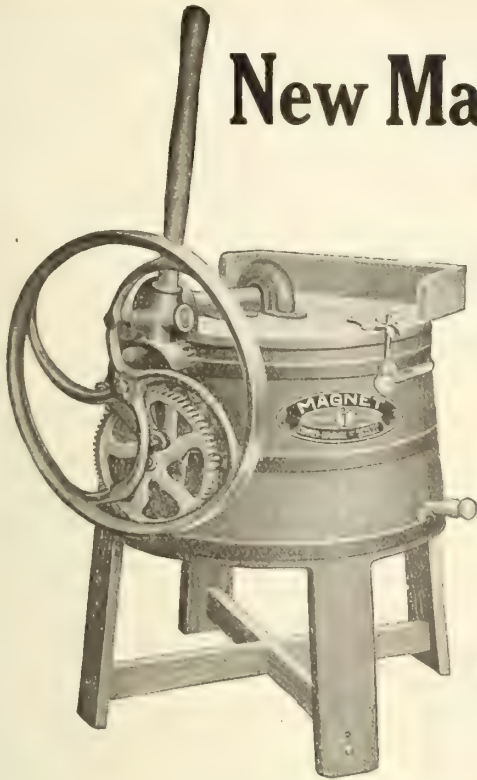
**The Gutta Percha & Rubber Mfg. Co. of Toronto  
 Limited**

TORONTO MONTREAL WINNIPEG  
 CALGARY VANCOUVER

# New Machines <sup>with an</sup> Old Trade Mark



Both are  
**Cummer-Dowsell's**



The "MAGNET" is one of the easiest running and most convenient to operate hand washers of the many we have produced. It can be operated sitting or standing. The mechanism is attached to side of tub (instead of cover) and can be belted to either gas, gasoline, steam engine, windmill or electric motor power, without any change to gearing. Cover can be lifted without removing belt or stopping power.



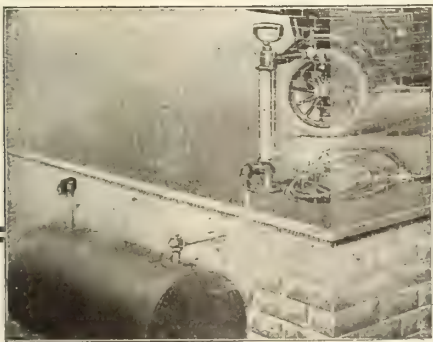
The "NEW CENTURY JUNIOR" is a swinging tub hand washer built on the well known and time tested New Century principle, but, without a rod up through centre, leaving nothing inside the tub but two rubbing boards.

Both have the same perfection in construction, materials, easy running and lasting qualities that have made our products known and used from Halifax to Vancouver.

Always use C-D Wringers with  
C-D Washers

The Combination gives unequalled results.

**Cummer-Dowsell, Limited** Hamilton  
Ont.



## Garage Gasoline Outfit

Right in your own town you will find a big demand for our garage gasoline outfit consisting of pump and 100 gallon tank; pump, barrel, valves and fittings are of brass, and tank of heavy galvanized iron fully tested and guaranteed.

RETAILS  
AT **\$20.00**

with generous profit to the dealer. Ask us to forward pamphlet on garage outfits.

WRITE US TO-DAY

**The Steel Trough & Machine Co.**

Tweed Limited Ontario

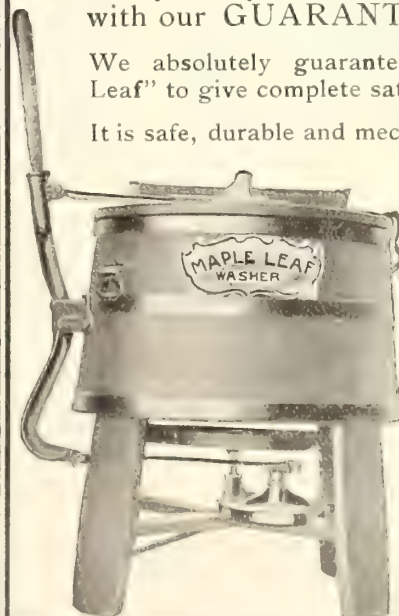
## The New "Maple Leaf" Washer

*Absolutely Noiseless  
All Gears Enclosed*

Every sale you make is backed up with our GUARANTEE.

We absolutely guarantee the "Maple Leaf" to give complete satisfaction.

It is safe, durable and mechanically right.



Write to-day  
for  
Exclusive Agency

**One  
Minute  
Mfg. Co.**

70 Logan Ave.  
Toronto  
Can.



## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 3/4 inches
No. 341 E	No. 361 E	11 x 1 3/4 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

### The American Wringer Co.

New York, U. S. A.

## Malleable Lugs or Shoes

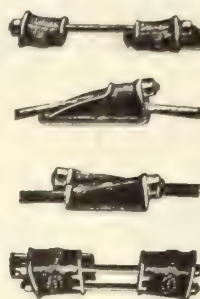
*For All Purposes*

requiring round or flat bands for  
Silos, Tanks, Pipe Lines, Sewer  
Pipes, Penstocks etc.

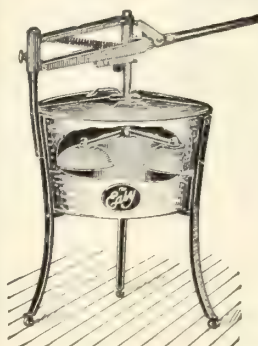
Post Hole Diggers and Wire  
Stretchers, Step Ladders, Tub  
Stands, Ironing Boards.

Write for Literature and Prices

Otterville Mfg. Co.  
Otterville Ont.



## THE "EASY" WASHER



Has Exclusive Talking Points  
that Assure Extraordinary Sales

**Works by Suction—Not Friction.**  
Removes all the dirt without in-  
juring the finest of fabrics. All  
metal. Will not rust. Sanitary—  
(will not absorb moisture or im-  
purities).

Very easily operated. Strong, dur-  
able and noiseless.

JOT DOWN A LINE FOR FULL  
PARTICULARS ON OUR HAND  
AND ELECTRIC POWER WASH-  
ERS AND OUR PROPOSITION.

**EASY WASHER COMPANY**  
6 Clinton Place, Toronto, Ont.

Builders of Hand Power and Electric  
Washers, for Canadians in Canada

## E. T. WRIGHT CO., LIMITED, HAMILTON, CANADA

**MILK CANS**  
Railroad, Cream,  
Factory.

**DAIRY PAILS**  
**STRAINER PAILS**  
"Wrico" and  
cheaper grades.

**SAP PAILS**  
**SAP BUCKETS**  
**SAP SPOUTS**

Send in for our Illus-  
trated Catalog and  
Discount Sheet.



**CREAMERS**  
Lock or Slip  
Covers.

**MILK PANS**

**MILK STRAINERS**  
Retinned or  
Pieced.

**SPRINKLERS**

**SPRAYERS**

**AUTO FUNNELS**

Everything in Spring  
and Summer lines of  
Tinware.



**The PARMENTER BULLOCH CO. Limited**  
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and  
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,  
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

**JENKINS & HARDY**

Assignees, Chartered Accountants, Estate and Fire  
Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal





### Tell Your Customers

to beautify their homes by fencing the lawn and garden with Peerless Ornamental Fence.

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

## PEERLESS Ornamental Fencing

is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect, and holds its shape for years.

Send for free catalog. If interested, ask about our farm and poultry fencing. Agents nearly everywhere. Agents wanted in open territory.

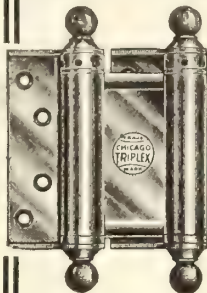
**The Banwell-Hoxie Wire Fence Co., Ltd.**  
Winnipeg, Man. — Hamilton, Ont.

# CHICAGO

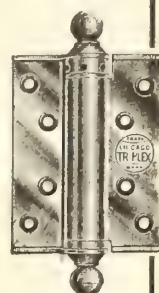
## SPRING BUTTS

### REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

**Chicago Spring Butt Company.**

CHICAGO



NEW YORK

Send for Catalogue S29

## BOMMER SCREEN DOOR HINGES ARE THE BEST

### WROUGHT METAL



Style 900

Don't wait until the flies are here—put in your stock of screen door hinges now—handle the right sort—Bommer's are the best quality and finish, and sell on sight.

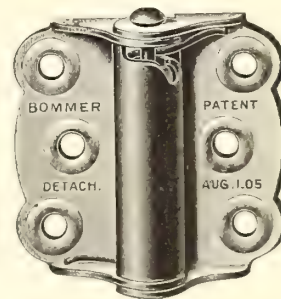
**Style 900.**—Has two bearing joints, no matter which end of hinge is uppermost, doubling the strength and durability. The best and handsomest screen door hinge ever produced.

**Style 960.**—The door can be detached from the casing without unscrewing. Has enclosed oil-tempered steel coil-spring, is well made and will give good service.

Both styles also packed in sets with hook and eye and pull.

**Bommer Brothers, Mfrs., Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 446 St. Paul Street, Montreal



Style 960

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO.





## Fill Your Shelves With FRESCO-TONE

They will soon be emptied.  
The Flat Finish vogue finds its fulfilment in

### “FRESCO-TONE”

The soft velvety finish, thoroughly sanitary and easily washed.  
We predict for you a large sale of

### “FRESCO-TONE”

this season. We have added five new colors to keep up with the increasing demand.

Fashion has set her seal of approval on Flat Finishes, and many of the old-fashioned color washes on walls, etc., have been replaced by the new washable Flat Oil Wall Finish,

### “FRESCO-TONE”

Try an assortment, including our five new colors, to start the season with.

Our advertising display matter, show cards, window cards, etc., are very original and trade compelling—send to-day for particulars.

# BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN  
WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, MAY, 1915

NUMBER FIVE

**Increased Tariff and the Dealer's Profits.** Every retailer will fully realize that his profits are affected to a very considerable extent by the general increase in tariff of 5 per cent. on British Preferential and 7½ per cent. on General, if he does not take the necessary precautions to guard against a cut in them.

As he buys in larger quantities, the retailer will find that the increased duty will, in the majority of cases, be passed on to him, but as he sells in small quantities, he will find it difficult to pass the increase on to the consumer with each individual sale. For instance, if he has been selling an article at 25 cents and the increased duty causes a one-cent advance in the cost to him, he will find it a difficult matter to get an extra cent on the article from his customer. The same thing is true in practically all lines retailing at prices which are multiples of five cents. It is easier to pass the increased cost on to the public where the regular selling prices are odd figures.

It was not intended and it is not fair that the dealer should be called on to pay the war taxes of the general public, and he should see that it is passed on to customers in some manner. Profits in the hardware business are already small enough without having them further clipped at this time.

*Money may be tight, but there is always a little loose business to be picked up by those who put forth effort to get it.*

**Neatness in Basement and Storeroom.** The merchant should have enough pride in his business to see that everything is neatly arranged in the storerooms and basement, as well as in the main part of the store. Having a place for everything and everything in its place materially facilitates the work of bringing forward new stock. When a clerk goes to the basement for an article, he should know exactly where to look for it, and be able to get it with the least delay.

It is not to be wondered at that some dealers order goods when they already have a stock on hand, as their storeroom or basement is in a jumble with boxes opened and a few articles taken out, and the rest left just where the drayman put them.

It is a good policy to make it the duty of one of the clerks to check incoming freight and see that it is put away in its proper place. He should also be instructed to spend some of his time re-arranging goods that are bound to get out of place in the general work of the store. He should be made responsible for the appearance of the storeroom.

## SHORT NOTES FROM THE EDITOR'S PEN

How is trade with you?

\* \* \*

Keep pushing strong for business.

\* \* \*

Give the profit payers prominence in display.

\* \* \*

Advertising is good spring medicine for a sluggish business.

\* \* \*

The temperature is moving upward. See that your ambition goes up with the thermometer.

\* \* \*

The hotel clerk's greatest asset is his ability to call his patrons by name. Not the least of the desirable qualities of a store clerk is that same ability.

\* \* \*

Now, while the housewives of the land are conducting a combined attack on "Old Man Dirt," it is well that the dealer give some thought to store cleaning. There are few stores that cannot stand a little cleaning up at this time.

\* \* \*

It is a poor salesman who stands behind his counter, makes a sale and allows the customer to pass out without suggesting another sale. Hardly anything is bought in a store that does not suggest something to go with it. The person behind the counter who does not take advantage of this fact is not a salesman—he is merely an order taker.



# Make "Made in Canada" Appeal Permanent

By W. A. Lydiatt

First of all, let me say that I am in favor of a persistent intelligently-directed "Trade-at-Home" propaganda. We are all agreed that if everybody would stop buying imported goods and buy "Made-in-Canada" goods instead, a great deal of annoying competition would be removed. Nearly every retailer I have met outside the big cities is very warm on this "buy-at-home" policy—as a policy for others. As for himself, he prefers to buy where he can get the best value.

The "Made-in-Canada" movement is simply a broad expression of the "Trade-in-Toronto," "Get-it-in-Guelph," "Buy-in-Brantford" idea, and is beset with the same difficulties. People favor it, passively, but unless the local merchant or manufacturer hustles for business and gives people what they want, as good goods or better, at the same price as the outsider, the man who shows the most interest in getting the order and offers the "best buy" usually gets the business.

So, in most cases, this "Trade-at-Home" sentiment, no matter how eagerly encouraged, does not "cut much ice." This was illustrated in an Ontario town where the retailers and Board of Trade made considerable ado over the "buy-at-home" advantages. Much warm discussion was caused by a big out-of-town purchase by the president of the Board of Trade. A retailer was criticizing this lack of loyalty in conversation with a local printer, when the printer noticed some billheads on the retailer's desk, printed out of town. "You can't kick when you do the same thing," remarked the printer. "You know that we can do this printing for you—as good work at as low a price as you get it done outside." "Well, did you ever solicit my order for this printing?" replied the retailer. "No, but you know we do the work," said the printer. "Yes, but this out-of-town firm sent a salesman up here. He showed me exactly what I wanted and quoted a fair price—and naturally he got the order."

"Naturally, he got the order." Isn't this the crux of the whole proposition of business-getting? Isn't this the real explanation of why so many foreign firms "beat out" Canadian manufacturers in the battle for business? Do we buy imported goods because they are "made in U.S.A." or "made in Germany"—or because someone comes to us, shows us what we want, quotes an attractive price, and "naturally gets the order?"

## Danger of "Trade-at-Home" Movement

The danger of any "trade-at-home" movement is that the more it seems to influence people's buying, the more do business men "rest on their oars," so to speak, and depend on this sentiment to get business for them. Does this movement appeal to business men because it promises to make it less necessary for them to hustle for business and meet the foreign competitor's methods and goods and prices? Evidence is not lacking to support such a conclusion.

It has been remarked that a large percentage of the advertising appearing in Canadian publications comes from English and United States firms. It has also been noted that immediately the "Made-in-Canada" campaign started a great many Canadian manufacturers discontinued or curtailed their advertising. If this was because "the business was not to be had"—then why

the "Made-in-Canada" advertising? And why do our imports from the United States continue to increase, even since the war commenced?

Too many Canadian manufacturers seem concerned with efforts to fix things so that business must come to them—while the foreigner's method is to go after the business in such a way as to get it. More Canadian manufacturers might well consider methods of getting business instead of merely trying to keep the other fellow from getting it.

Every day we are buying goods that are imported, because we know they are what we want. There may be just as good goods made in Canada—but we don't know it, or we have not been convinced of their desirability. We could go right through the list of imported articles and find one thing after another which has gained a strong foothold in Canada, not because they are foreign-made, but because we were made to want them.

## Quality Must be Combined with "Made-in-Canada"

"Made in Canada" cannot be successfully advertised, or have any lasting influence with the purchasing public, until it is known to signify a certain desirable standard of quality or value. As long as the good, bad, and indifferent can all be marketed under a "Made-in-Canada" banner, just so long will the mark carry the odium of the least desirable goods so marked.

The value of any trade mark is entirely determined by the quality or degree of satisfaction which that trade mark is known to represent. If the Canadian Manufacturers' Association could control the use of the "Made in Canada" mark, and license its use only to manufacturers whose products were up to a certain standard, then "Made in Canada" might eventually have some significance, both to the Canadian public and to the foreign buyer. As long as this is not done, every unsatisfactory article so marked detracts from the value of the mark as a selling argument, until it soon becomes a hindrance, rather than a help, to the sale of goods. This is the corner stone of success in all advertising. No advertising campaign can be a permanent success unless all goods bearing the advertised mark give satisfaction to the purchaser.

Who makes the goods, and how they are made, or what they are worth to me, is more important to the consumer than where they are made. If you deserve our patronage, tell us why, and you'll probably get it. The appeal must be to the pocketbook, not to sentiment. Quality is the only thing that can win out—known quality and known value. Prove that your output is better than the foreigner's. Make your name spell something desirable to every Canadian—then you will benefit, and cannot suffer for the shortcomings of those who, for their own reasons, prefer to keep the soft pedal on the value-appeal, and appeal to sentiment rather than sense.

"Made in Canada" will not offset the appeal of better goods, if they are made somewhere else. Temporarily, it will doubtless appeal to our patriotism and make us willing, for a time, to accept something less desirable, for the economic reasons stated. But such a temporary

(Continued on page 26.)



# Catching the Business of the June Bride and Her Friends

*A valuable trade and some suggestions as to ways and means of securing it. The place of advertising and window displays. Newly-weds as permanent customers.*

By W. L. EDMONDS

**J**UNE, the great marriage month of the year, will soon be here. The number of young couples who will, during that month, take upon themselves the vows of matrimony, it is not easy to compute.

Within the period of a full year there are at least seventy thousand marriages in Canada. The amount of money spent in setting these seventy thousand couples up in housekeeping cannot be even approximately figured. Taking what the young couple buy and their friends contribute in the shape of presents the average would possibly be five hundred to a thousand dollars per marriage. The minimum figure would certainly be well within the mark. If we take that as our basis the estimated expenditure for the seventy thousand marriages would be \$35,000,000, and if we take the maximum it would be \$70,000,000. On account of the larger number of marriages taking place during that month, the expenditure on house-furnishings of various kinds during June would be much more than one-twelfth of the whole. A twelfth, however, would be nearly three million dollars.

But whatever the total amount may be, it is certainly of important proportion, and to get a share of it is well worth every dealer's effort.

## Receptive Brides and Grooms

Prospective brides and grooms and their friends are in a receptive frame of mind when the marriage period approaches. The former are considering what articles they should purchase and the latter what presents they should buy. The dealer, therefore, has a sympathetic and listening ear to which he can make his appeal for business.

He has not to convince either the contracting parties or their friends that they should buy. They are already fully persuaded of that fact. About which they are not fully persuaded is what they shall buy and how they shall buy. The office of the dealer is to assist them in coming to a conclusion on these points and to persuade them that he is able to supply their needs in many lines necessary to the equipment of a comfortable home.

## Effectiveness of Advertising

The most effective and far-reaching method by which the dealer can do this is through the columns of his local newspapers. Nearly everybody reads a newspaper; and a good advertisement receives more or less attention from nearly everybody. Those who are interested in a prospective marriage intuitively watch for advertisements containing announcements suggesting articles to buy for June weddings.

A good advertisement is not necessarily a clever one. But it must be informative and attractive. An advertisement may be attractive and yet convey little information as to goods or prices. It may, on the other

hand, convey information and yet be a jumble of words and figures which are almost as difficult to decipher as a picture puzzle. Give the news in as few words as possible, occupy plenty of space in the newspaper, and insist on the printer doing his work well.

One thing which a retailer will find useful in con-

nection with his business is a list of prospective brides and bridegrooms. While a special effort should be made to compile such a list preceding the June wedding season, it would be well to make it an all-the-year-round practice. Information can be obtained from many sources. Announcements in the newspapers may be the chief source, but it is not the only one. In the compilation of the list the co-oper-

ation of clerks should be sought, and possibly one of the clerks might be placed in charge of the work.

Such a list is, of course, of no value unless it is used; and the best way to use it is to send to the persons named thereon a nicely-worded letter or an attractively-printed folder, drawing attention to the articles carried in stock and setting forth the reasons why they are suitable for newly-married couples.

Letters and circulars might also be sent to relatives and friends of the prospective new housekeepers. To them it will probably suggest suitable presents.

## Looking After the Newly-Weds

The list should be compiled on the card index system. It will not only be found more convenient, but, after the marriage, the card can be transferred to what might be termed the newly-weds' department, to be used for writing to or circularizing the new housekeeper after she has settled in her new home, by which time she will have discovered that many new articles are required in order to complete her stock of household necessities. It is quite obvious that the potentialities of a list such as that suggested does not end with the performance of the marriage ceremony.

## Window Displays

No progressive dealer will overlook the value of window displays in connection with the June wedding campaign. In the window is to be seen an ocular demonstration of the articles which the dealer has in stock. That a display well made will sell goods there can be no doubt. The window should be changed at least once a week, in order that every department in the home might in turn be displayed. At least one or two displays should be given to novelties and single pieces of goods suitable for wedding presents.

Besides the staple lines which are so necessary to the furnishing of a new home there is a multitude of articles manufactured in Canada which may be described as novelties. A study of catalogues and the advertising columns of the trade papers will convince

**M**ANY millions of dollars will be spent by the Newly-Weds of Canada during the marriage month of June in buying furnishings for their home. The dealer who makes the best preparations for catching this trade will get most of the dollars.



one of this. These should be consulted. And while it is now possible to get prompt delivery on short notice, it is just as well that catalogues and advertisements should be consulted at once and necessary orders placed, so that the goods may be on hand early, ready for the June wedding campaign.

## ELECTRICAL DEMONSTRATION AT BROCKVILLE

The electrical dealers of Brockville, co-operating with various societies in that city, recently held a demonstration of all electrical cooking and heating apparatus. The demonstrations were held both afternoon

## POPULAR SALES MANAGER ILL

J. A. Hossack, sales manager for the Lufkin Rule Co., of Canada, while on a trip through to the coast, was taken down with pneumonia at Winnipeg. His many friends will be glad to know that he was placed under treatment in good time, and the doctors believe his recovery is assured.

## PRESIDENT WARREN KILLED IN ACTION

Lieut. Trumbull Warren, of the 48th Highlanders, one of the most popular of the younger officers of the city, has been killed in action in France. Lieut. Warren was

For Our  
Retailer  
In New Design

**STANLEY MILLS & CO.**

See Our Win-  
dow Displays  
on King St.

### Gifts for June Brides

**A Matchless Display of Silverware and Cut Glass, High-grade Dinnerware and Fancy China, In the Stanley Mills Basement—The Wedding Gift Store of Hamilton**

THE wedding gift store of Hamilton is the result of a carefully planned and executed scheme, designed to provide for the needs of the community in the most efficient manner possible. Now, in the form of our matchless silverware and fancy china, we are presenting the most complete and attractive display of wedding gifts ever shown in Hamilton. Our 6000-6000s have made the Stanley Mills Basement the most popular place for the purchase of wedding gifts in Hamilton. Our display is the result of a carefully planned and executed scheme, designed to provide for the needs of the community in the most efficient manner possible. Now, in the form of our matchless silverware and fancy china, we are presenting the most complete and attractive display of wedding gifts ever shown in Hamilton. Our 6000-6000s have made the Stanley Mills Basement the most popular place for the purchase of wedding gifts in Hamilton.

### \$5.00 Wedding Gifts in Cut Glass

Our display of cut glass is the most complete and attractive ever shown in Hamilton. It includes a wide variety of high-grade cut glass, including vases, bowls, and plates. All of our cut glass is made in the most efficient manner possible, and is of the highest quality. Our display is the result of a carefully planned and executed scheme, designed to provide for the needs of the community in the most efficient manner possible. Now, in the form of our matchless silverware and fancy china, we are presenting the most complete and attractive display of wedding gifts ever shown in Hamilton. Our 6000-6000s have made the Stanley Mills Basement the most popular place for the purchase of wedding gifts in Hamilton.

### \$5.00 Wedding Gifts in Silverware

Our display of silverware is the most complete and attractive ever shown in Hamilton. It includes a wide variety of high-grade silverware, including spoons, forks, and knives. All of our silverware is made in the most efficient manner possible, and is of the highest quality. Our display is the result of a carefully planned and executed scheme, designed to provide for the needs of the community in the most efficient manner possible. Now, in the form of our matchless silverware and fancy china, we are presenting the most complete and attractive display of wedding gifts ever shown in Hamilton. Our 6000-6000s have made the Stanley Mills Basement the most popular place for the purchase of wedding gifts in Hamilton.

**STANLEY MILLS & CO., Limited**

How some retail hardware dealers advertise for the June bride present business.

### JUNE BRIDES

THE WEDDING PRESENT STORE

Cut Glass of the Finest Grade  
China Dinner and Tea Sets  
Electrical Fixtures of the Handsomest Designs  
Moderate Prices

**The Martin Electric Co.** 9 St. Paul Street Telephone 46

**Granite Enamel Dish Pans**

39c

Complete Range of Kitchen Utensils  
and Dish Pans, etc.

**Hotpoint Electric Irons**

3 lbs. \$4.00  
5 lbs. \$4.50  
6 lbs. \$4.50

Ten Year Guarantee  
Mildew proof and longer life

**Some Snaps OFFERED IN OUR June Bargain Sale**

**DESSERT KNIVES**

1.00  
1.25  
1.50  
1.75  
2.00  
2.25  
2.50

**BARGAIN OFFERS**

**BELL'S**  
131 1/2 Granville Street

**Jonh Starr, Son & Co. Ltd.**  
158 Granville Street  
Phone 901 and 902

**A Bride Appreciates a Casserole or Serving Dish**

**R.G. Buchanan & Co.**  
Vancouver's  
Sole  
China  
Store

and evening, and in connection, tea was served under the auspices of the Daughters of the Empire. There was a musical programme every evening and the proceeds were used for patriotic purposes.

This idea is a good one and one that could be worked out in any fair-sized community. At the present time it is particularly good, for it works two ways—it demonstrates the value of electricity and with the money procured through the social end of the scheme, comforts are secured for our boys at the front.

## NEARLY HALF CENTURY OF SERVICE

After 46 years as president, Henry R. Towne, of the Yale & Towne Mfg. Co., New York, and Stamford, Conn., declined that post at the recent annual meeting and accepted the position of chairman of the board instead. Walter C. Allen, vice-president and general manager, was promoted to the presidency.

president of the Gutta Percha & Rubber Company, which was organized and conducted for many years by his late father.

## MAKE MADE IN CANADA APPEAL PERMANENT

(Continued from page 24)

popularity does not obviate the necessity for aggressive selling methods on the part of individual manufacturers. Instead, it creates a remarkable opportunity which every enterprising Canadian manufacturer of a worthy product should be quick to take advantage of. Canadians are at present predisposed toward Canadian-made goods—but no less concerned than ever to know whose and why. Perhaps never again will we be so favorably disposed to respond to businesslike arguments in favor of the desirable products of specific manufacturers, who value our patronage sufficiently to seek it on the solid basis of merit made known.

# Silverware in the Hardware Store for June Weddings

By A. B. LEVER

**T**HAT hardwaremen who do not handle silverware are neglecting a line of merchandise that returns good profits there can be no doubt. Hardwaremen are gradually discovering this. Hence the increase in the number of dealers in whose stores this line is to be found in stock.

To such an extent have some dealers recognized the importance and place of silverware that they have set aside a section of their store for its display.

June, with its graduations and weddings; and Christmas, with its holiday spirit, are the best times for the sale of this class of goods. The former season is now approaching, and considerable business could be obtained by tastily arranging a display of silverware in the window, creating an air appropriate for the time of year and doing a little newspaper advertising, showing cuts of some of the lines which are in stock.

Manufacturers are always ready to assist in furnishing window displays and in supplying cuts for newspaper and circular advertising.

In handling silverware merchants in the smaller towns are probably, on the whole, in a better position to handle it than those in the larger towns, simply because they are acquainted to some extent with nearly all the people residing there. Consequently, they or their clerks are apt to know of approaching weddings. It is, therefore, a comparatively easy matter to send a letter containing leaflets showing patterns and prices to prospective brides and grooms and to their parents and friends. As a matter of fact, a general circular letter might be sent to every available name in town, for good returns are often obtained from unexpected quarters.

Naturally, that make of silverware will prove the most saleable which has been best advertised by the manufacturers thereof, because that which is best known is the most easily sold. It can also be sold at a better price.

The fact that certain manufacturers have been liberal advertisers also implies that no small portion of the public have more or less acquaintance with predominating styles. This in turn implies that the dealer who desires to make a success of his silverware department should see to it that the lines he has in stock are modern and not antiquated in style.

More harm than good will result from showing articles which are not modern.

Dealers in the meantime should make a close study of the advertisements in the trade papers and the catalogues of the manufacturers.

Articles in silverware which will prove saleable during the June wedding season are coffee sets; baking dishes, made in silverplate with enameled insert; 26-piece sets of flatware in all grades; knife and fork sets; shaving stands; casseroles, and pie plates. This, of course, by no means completes the list. As a matter of fact, the list of possible lines is too numerous to mention. And that which

may prove saleable in one locality might not be appropriate for another. But the dealer who will carefully study his field will not find it difficult to get a grasp of its possible requirements.

While plans are being made for catering to the June wedding trade in silverware, the clerks should be called in for consultation. By this means not only will the plans be more complete, but an enthusiasm will be developed in the clerks, a most important factor in campaigns of this kind.

The final decision as to what shall or shall not be done naturally lies with the merchant himself. But no one man possesses a monopoly of the good ideas which may be developed in carrying on a campaign for securing a share of the June wedding business. Clerks have ideas as well as merchants. They wouldn't be worth anything if they hadn't. And such as they have should be made use of as far as possible.

**GET your stock of silverware in shape for the June wedding season and arrange your plans for advertising and displaying the same. The better your stock and the more systematic and intelligent your selling methods the more profitable will be results.**



# To Double the Association Membership in 1915

*Plans to increase enrollment—What O.R.H. & S.D.A. has done  
—Benefits of association—Business aids—Membership competition*

**R**ETAIL hardware merchants of Ontario, are you awake to the opportunity within your grasp?

Nine years ago a few progressive hardware dealers came together and formed the Ontario Retail Hardware and Stove Dealers' Association, and while it may be difficult to drive a nail into any great changes which have been brought about by the association, even the most severe critic would not hesitate to say that the influence of the Retail Hardware Association has been felt in numerous directions, and the results have been for the good of the trade.

Is it not true that the absence of any great evils in the hardware trade is particularly due to the fact that there is in existence an association to put up a fight if occasion arises for such a struggle?

In numerous towns throughout Ontario, where hardware dealers were formerly suspicious of one another, the association spirit has brought the merchants together, and the result is showing every day in the amount of money rung up on the cash register. Where price-cutting formerly was the rule, scores of hardware dealers are now getting honest prices for the goods they sell, and know that if a bargain-hunter comes into a store and says he was quoted a lower price by the hardware dealer in the next block that it will be quite safe for him to call the bargain-hunter's bluff by 'phoning to his fellow hardwareman and asking if a cut price was quoted.

## Benefits of Association

The benefits of the Association only begin at the convention, and association membership pays dividends every business day in the year if hardwaremen go into the association in the proper spirit of live and let live with their competitors.

Never before were association prospects brighter. In the new secretary, W. F. Macpherson, of Prescott, Ontario, hardwaremen have an official who is anxious to make the association of greater value than ever before, and if each live member does his part the association membership should be doubled before the end of this year.

Secretary Macpherson is working on a set of price lists which will be worth from \$10 to \$100 to every hardwareman who makes use of them. The price lists are to be given free to paid-up members, and their value will be recognized as soon as they are distributed to the trade.

Get busy, hardwaremen and travelers; back up President Conn and Secretary Macpherson, and give your assistance to the captains of the various membership teams.

The association can be made of far greater value than it ever has been before. Do your part by enrolling, or if you are already a member, get at least one new member to enroll during May.

## Series of Business Aids

Besides these price lists which Mr. Macpherson is working on at present, the secretary will also from time to time introduce other features calculated to be beneficial to the hardwareman in his business. Some of these are described below in the official communication from the executive of the association.

The executive have decided to inaugurate through the secretary's office a system of "Business Aids," for the use of the members of the association. This service will be extended to members without charge, as per the following outline:

### 1st. A Series of Retail Price Lists

These lists will be printed on heavy ledger paper, of uniform size, and will have standard list prices of the article printed, with blank columns for use of dealer in filling in his costs, and retail prices both in full and broken packages. Standard discounts and net costs figured will also be furnished. A binder will be furnished each member to insert lists as received. The early issue will include carriage, machine, stove, tire and sleigh shoe bolts; lag screws; malleable fittings; bar iron; screws; poultry netting and screen wire. Two copies to be furnished free and additional copies at 10c. each, only available for members.

### 2nd. Classification for Checking Railway Freight Rates

A freight classification list will be prepared, showing class in which the various lines of goods usually sold by our members should be included, also special commodity rates. A page will be provided for entering the several rates of freight in each class from principal shipping points to dealer's town, which rates the dealer will procure from local freight agent. It is felt by the executive that every member can save dollars by a proper checking of his freight bills. The secretary will also procure expert advice for any member on special cases, and will furnish classification of any lines not included in the partial list issued.

### 3rd. Collection Letters and Stove Lien Notes

Each member will be furnished with 25 collection letters and envelopes, and, on request, with 12 duplicate stove lien notes and 25 plumbing estimate forms, without charge. Further supplies at \$1 per 100.

The foregoing is just a partial statement of what will be done for the aid and information of our members. This service will involve the expenditure of hundreds of dollars, and we fully expect the endorsement of every hardware and stove dealer in Ontario, inasmuch as the individual service rendered will be worth many, many times the cost of joining the association. To enable you to participate, your application for membership is now solicited, and by consent of the executive will extend to Dec. 31st, 1916, thus giving you 21 months' full service, including the 1916 convention—all for a membership fee of \$3.00.

Any suggestions or requests for further service will be gladly welcomed by the executive. The more members we have, the more we can do for them, and the more weight will our association have in dealing with other organizations for a recognition of our rights as retailers. You see the point, don't you?

Send in your application now.

For the executive,

C. W. CONN,

Tillsonburg,

President.

W. F. MACPHERSON,

Prescott,

Secretary.



## Membership Competition Rules

**T**HE competition for membership is on. It opened on April 15 and will extend until January 15.

While captains have been selected to solicit for new members in the various districts of the province, it is and should be the duty of all members to help bring in new members and assist and encourage the captain of the district in which they reside. The rules of the competition, which were published a month ago, are reprinted here as follows:

Applications for membership may be received from any eligible firm or person, by members of any team, regardless of territory in which the applicant resides.

The secretary shall furnish different colored application forms to captain of each team, and shall credit application to the proper team, whether sent in direct or through a member of the team.

The secretary shall not be a member of any team, and applications received by him, through the service to members plan, shall not be counted by any team, unless made on the colored forms furnished to each team.

Scores to be counted by points, as follows: Mem-



E. A. WHITTEN  
Bracebridge, captain  
of District No. 4,  
Northern Ontario.

ber, \$3 fee, 30 points; clerk, \$1 fee, 10 points; traveler, \$1 fee, 10 points.

No score to be counted until fee is in the hands of secretary.

The secretary shall furnish to all teams full details of service plan to members and all other assistance in his power.

Captains shall furnish secretary with names of members of their teams, and may add to same from time to time, either from new or old members. The number of men to each team is not limited.

The secretary shall, at stated periods, advise the members of the teams with the respective standing of the teams as an incentive to renewed vigor.

The procuring of a suitable banner or trophy for the winning team shall be left to the advisory committee.

All disputes or complaints shall be referred to the advisory committee, and their decision or action will be final.

An appropriation of \$125, being \$25 to each team, will be allowed for expenses, and accounts for expenses shall be rendered to the secretary by the captain of each team, when voucher will be issued by the secretary up to the amount of the appropriation.

The executive or advisory committee may, in addition to this competition, arrange for a travelers' competition should they deem it advisable.

### Captains and Their Districts

The captains are to select teams from the following districts:

**District No. 1.**—Reg. F. Scott, Guelph, captain Counties of Wellington, Waterloo, Perth, Huron, Middlesex, Lambton, Kent, Essex.

**District No. 2.**—A. J. Wright, Hamilton, captain

### WHAT ONE MEMBER THINKS OF COLLECTION LETTERS

It is one of the greatest collecting schemes which I have ever experienced. I have sent out several of the old Wells & Wells accounts, transacted when my brother was with me, and I am getting immediate replies to them all.

It is really working miracles with me.

R. A. WELLS,  
Dresden, Ont.

Counties of Halton, Wentworth, Lincoln, Welland, Hal-  
dmand, Brant, Norfolk, Peel, Oxford, Elgin.

**District No. 3.**—Fred Ellis, A. Welch & Son, Toronto, captain Counties of York, Ontario, Durham, Victoria, City of Toronto.

**District No. 4.**—E. A. Whitten, Bracebridge, captain Counties of Bruce, Grey, Dufferin, Simcoe, Muskoka, Algoma, Parry Sound, Nipissing.

**District No. 5.**—R. Hawkins, Smiths Falls, captain Counties of Northumberland, Peterborough, Haliburton, Renfrew, Hastings, Prince Edward County, Lennox and Addington, Frontenac, Leeds, Grenville, Dundas, Russell, Glengarry, Lanark, Prescott, Carleton, City of Ottawa.

### WHAT OTHER ASSOCIATIONS ARE DOING

At the recent Minnesota Retail Hardware Association convention, held at St. Paul, it is estimated 1,000 retailers were in attendance. A committee was appointed to work in conjunction with the state university in its formation of farm clubs, it being the purpose of the association to bring about a more harmonious relation between these clubs and the retailers.

Co-operation between the dealer, the jobber and the manufacturer was the keynote of practically all discussions at the annual convention of the Kentucky Retail Hardware and Stove Dealers' Association, held at Lexington. It was also brought out that the membership of the association had been increased 67 per cent. over last year's record.

The president of the Ohio Hardware Association recommended to his organization the adoption of the county or district association idea similar to what obtains in Pennsylvania.

### THE WORTH OF THE ASSOCIATION

Someone has asked the question: What good has the association ever done directly or indirectly for its members? I claim and without any fear of contradiction, that in all the instances . . . the improved conditions are the direct result of the influence of the Ohio Hardware Association and would not have been in existence to-day if they had not had the help and support of our organization.—Otto Burger, Pres. O.H.A.



# Business at the Gateway to the Peace River District and the Far North : : : :

By Wm. J. BRYANS

*Some interesting phases of business at Athabasca, Alta., the gateway to the big Mackenzie district and the Peace River country, gathered from first-hand observations*

**A** PHASE of business life experienced in probably no other section of Canada is encountered at Athabasca, Alberta, the farthest point north in Canada that any of the big railroads run, and the gateway to the great Mackenzie district of the North as well as to the Peace River country, the agricultural possibilities of which we have heard a good deal in recent years. An editorial representative of this journal, anticipating business features not common to other sections, visited this district, and had his expectations fully realized.

## Reached by C.N.R. from Edmonton

Athabasca or Athabasca Landing, as it was formerly known, is almost directly north of Edmonton, being reached by the Canadian Northern Railway, thus giving this railroad the unique honor of not only operating the farthest point north of any of the big Canadian lines, but at the same time rendering a valuable service in giving railway facilities to a hitherto unserved district. There is no doubt, however, but that the C.N.R. had an eye to business in pushing on into this district in advance of competitors, for the writer believes that the Peace River District to the north and west of Athabasca has a great future ahead of it, not

to mention the trade of the Mackenzie basin, to which Athabasca is the leadway.

## A Promising Farming District

A good deal has been heard already of the agricultural possibilities of the Peace River District, the trade of which passes to a large extent through Athabasca.



A steamer on the Athabasca River between Athabasca and Mirror Landing. It is towing four barges. Illustration courtesy of C. N. R.

The agricultural section of this country is approximately 275 miles by 300 miles, located in the northwest of the Province of Alberta, and flowing over into British Columbia. The centre of this district is Peace River Landing, about 150 miles from Athabasca, as the crow flies. Grouard, the head of navigation, is reached by steamer from Athabasca. From Grouard it is 70 miles to the Peace River itself. Trails lead to all districts of the Peace River Country from Grouard.

## Settlers Are Pouring in

There has already been a considerable flow of settlers into this district, which is frequently described as the "last great west." You encounter them in large numbers on the trip from Edmonton north, and you find them, on the whole, a fine lot of people, coming from many sections. The United States is contributing no small share, the writer finding a large number from the republic to the south going up into the northern district to take up homesteads, and many of these are people of considerable means, well equipped financially as well as physically to take up the work of clearing the land and preparing it for the big yields that it produces.

## Unusual Features to Trade at Athabasca

The fact that Athabasca is the gateway to this new and extensive district, as well as the distributing point for all the Mackenzie basin, causes business at that point to assume a character all its own, and brings before the merchants vastly different problems in merchandizing to those generally confronting the retail dealer. Sales to individual customers are much larger in amount than in other districts, and business comes with a rush at certain seasons, when trappers and pros-



A view of the Athabasca River showing a section of the town of Athabasca on the opposite side. Illustration courtesy of C. N. R.



pectors from the northern district and farmers from the agricultural sections come in to make their purchases. Their purchasing trips are necessarily made only at long intervals, when they buy in quantities large enough to last for an extended period.

#### Rushes of Trade Have to be Anticipated

These rushes of trade have to be anticipated a considerable time in advance by the merchants, although the difficulty in this regard is much less than before the C.N.R. extended its line to Athabasca. Previous to that time goods had to be brought in by trail from Edmonton, so that the securing of goods was featured with great difficulties and delay. An idea of the amount of goods that is already pouring through Athabasca is indicated by the fact that one shipment leaving Athabasca previous to the visit of the writer, and consigned to the Mackenzie dis-

trict, exceeded 250 tons. This particular shipment was carried by 32 scows, with 130 men in charge. Thus is given an idea of the business passing through this point.

#### Some Well Arranged Stores

The opinion is sometimes held that people in newly-settled districts are indifferent to the appearance of the stores at which they deal. This is not the case. While they do not expect to find the costly fittings or beautiful surroundings of city stores, nevertheless they do appreciate orderly and attractive stores. For this reason dealers in places like Athabasca find it of advantage to give attention to the appearance of their stores, and, in addition, good display is at all times found valuable in selling goods. Athabasca, considering its size and location, has some attractive and well arranged business establishments.

## Hardware Dealer Goes After Trade in Aggressive Manner

*Dueck's Hardware Company go strongly after big orders—  
Advertise in moving-picture show—Features of their business*

A BIG part of the trade of the hardware dealer in Athabasca is the supplying of people who are going out into the distant districts or who come in on their long-interval purchasing trips from distant points to secure supplies for a considerable period ahead. Their purchases are, accordingly, large, and it is certainly worth-while business to cater to. Dueck's Hardware Co. is one of the local firms that makes it a point to go aggressively after this business, and are amply repaid by the resulting trade. Instances were cited to the writer of individual orders running up to the \$300 mark that had come from people in these far-distant districts. This great North country may not be thickly populated, but each commercial centre certainly has a big district to draw from.

#### Value of Window Recognized

The photograph of the building which houses the Dueck's Hardware Co., which is reproduced here, will show that even at this northerly point, where opportunities for sales from the window are much less than

in older and more settled districts, the value of the window as a salesman is nevertheless recognized, and it is accordingly given a considerable amount of attention. Special window fixtures have been secured that goods may be better displayed, and they are made good use of. The one big display window of the store has a closed-in back.

#### Advertises in Picture Show

Other forms of advertising are also believed in and made use of. In fact, in the early days of his establishment in Athabasca, Mr. Dueck spent from \$300 to \$500 a year in advertising, in order to get his store impressed on the people of the district as a prominent hardware centre. Considerable use is made of the local paper, while the screen in the local picture show is also made use of for publicity purposes. This brings the store constantly before a large percentage of the local people, while those from distant districts generally make it a point to visit the picture show when in town. To them, after a long period away from



PHOTOGRAPH OF  
Dueck's hardware  
store, Athabasca, Alta.  
Note that even in this  
far north town the  
value of good window  
trims is realized. The  
business methods of the  
store are set forth in  
accompanying article.





#### IN THE EARLY DAYS.

HERE is a view of the business section of Athabasca, Alta., in the early days, before the railroad had been built that far north. The bringing in of stock was then a matter of much difficulty and delay as well as considerable expense, driving home in a convincing manner the fact that cost of goods does not mean merely the invoice price. In those early days there was frequently a wide difference between the invoice price and the cost of the goods laid down in the store—and the latter is what the dealer must figure his percentage of profit on.

public amusement, it is a much appreciated form of entertainment. Two different films are used by Mr. Dueck, the service costing him \$10 per month with films supplied.

#### Some Essentials for Trade Getting

"It is just as necessary to go after business in a thoroughly aggressive manner here as elsewhere," was the statement of Mr. Dueck to the Canadian Hardware representative. "Although at the end of the line of steel and with a big district to draw from, competition is keen and good merchandising is just as essential to success as in older settled parts of the country."

"Personality plays a big part in getting trade here, however. In a place like this it is necessary to get in close touch with customers, so as to know and understand them, and thus be able to look after their wants. By building up a friendship with customers you also bind them closer to your store and make more sure of their trade."

The equipment in the Dueck store includes two silent salesmen. The office equipment includes a typewriter, showing that the value of businesslike methods is recognized.

When the writer visited his store, a bargain counter was being contemplated to clear out odd lines of goods and attract customers to the store.

Mr. Dueck, who has been in business in Athabasca

for about three years, has his two sons associated with him in his business.

#### FUTURE OPENINGS FOR HARDWAREMEN

That big commercial opportunities will follow in the wake of agricultural activities in the Peace River District is a certainty. Settlers are already pouring into the district, and with the influx of settlers comes a corresponding increase in the demand for hardware. This will continue to grow as time goes on, for one cannot visit the district without being impressed with its possibilities for the future.

Agricultural prosperity is admitted as the backbone of development, and this is assured in the Peace River country. Even as far back as 1893, the prize wheat at the World's Fair, Chicago, was raised at Peace River Crossing. The yields of wheat, oats and barley all run high, and a feature is that grain matures early in this district. It is destined not to be merely a grain-growing country, like many other portions of the West, but one where mixed farming is taken to. The very nature of the country assures this. While progress in mixed farming may not be quite so rapid on the start, nevertheless it assures steady growth, with the chances of setback reduced to a minimum. This is something that the merchant seeking an opening in a new district places much value on. The Peace River District holds big future opportunities for enterprising dealers.

A PHOTOGRAPH of one of the recently erected retail establishments in Athabasca—that of the Hudson Bay Co. Note the contrast between it and those shown in the top photograph. The display windows are fine large ones, with a wide entrance giving an excellent view of the windows to those entering the store.

Hardware is arranged at the rear of the main floor. A big business is done in fitting out trappers, prospectors and construction camps. Business frequently comes with a rush, putting the staff on their toes for a while before the decks are cleared.





# Pioneer Athabasca Hardware Shows Steady Growth

*The business of F. R. Falconer, pioneer hardware dealer of Athabasca, has shown steady progress since established in 1910*

THE pioneer hardware store of Athabasca, owned by F. R. Falconer, has shown steady growth since its establishment in 1910. Commencing in a small way in that year, there has been a gradual expansion in the size of both business and store in keeping with the rapid development of the Athabasca district. The fact that he was the first hardwareman to open up at this point has been a valuable asset in the building up of a business. In his advertising, of which a considerable amount is done, good use is made of the phrase, "The Pioneer Hardware of the Gateway City."

## Arrangement of Store

The photograph of the interior of the store, reproduced here, gives an idea of the general arrangement of one side. Stoves are very prominent in the centre. The office is located to the rear. In addition to a general line of hardware for homesteaders, prospectors and trappers, quite a complete line of stock for contractors and builders is also kept. A tin shop and heating and

attention that is given to window display, even at this northerly point.

## Window and Ad. Worked Together

Advertising space is used regularly in the local paper and a policy of co-operation between the window and advertising is carried on, the same goods being featured in both at the same time. For instance, in the enamelware ad., which follows, it is pointed out that the goods can be seen on display in their window. This ad was headed, "Special for the Ladies," and read:

The ladies contribute largely to the success of our business, and because of this we endeavor to keep up our stock of household requirements to a point where we merit your patronage.

The latest addition to our stock is a very complete assortment of the famous Jubilee Enamelware. You must see this to fully appreciate it. Each piece has a beautiful Triple Enamelled Blue

INTERIOR of the pioneer hardware store of Athabasca, Alberta—that of F. R. Falconer, who located at that far north point in 1910. He appropriately terms his store "The Pioneer Hardware of the Gateway City."



plumbing department is also conducted and are features that attract trade that might not otherwise be secured.

## Realize Value of Window

The value of window display in attracting attention and selling goods is also recognized by this store. When visited by the writer, a catchy sporting goods window was being shown. It included a display of fishing tackle, and hooks and lines were used to spell out selling messages on the background. The floor was covered with earth and bushes, with a miniature lake shown in the centre. The water of the lake was contained in a receptacle built of galvanized tin. A small boat was shown on the lake, and guns and ammunition were much in evidence in the display. This shows the

exterior and a Triple Enamelled White exterior.

The price is low, consistent with quality.

Drop in on shopping day and it will give us genuine pleasure to show you the line, whether you buy or not.

Now on display in our windows.

This policy of co-operation between window and ad. is one that might be followed to advantage by many other dealers who up to the present have neglected this method of making a strong feature of one article at a time. An ad. often interests a person, and seeing the same line in the window or store frequently clinches the sale.



# *How Dealers Headed off a Hydro-Electric Store*

By W. L. EDMONDS

EVER since the inauguration of the Hydro-Electric System in Ontario, hardware merchants handling electrical goods have been handicapped to a more or less extent in getting business on account of the competition they encountered from the goods sold under the authority of the commission managing said system.

On account of this competition many dealers have refused to put electrical goods into stock.

At the annual convention of the Retail Hardware & Stove Dealers' Association, in Hamilton, in 1913, the subject was discussed at some length at one of the sessions, and the consensus of opinion appeared to be that when the Hydro-Electric System was introduced into a small town local hardwaremen handling electrical goods might just as well discontinue doing so.

In view of this the action recently taken by the hardware merchants and dealers in electrical goods in St. Marys, Ont., to head off the proposal of the local water and light committee to establish a store for the sale of electrical goods in connection with the Hydro-Electric System is of particular interest to the trade.

There are in St. Marys two hardware merchants and three other dealers handling electrical appliances of various kinds. When the board announced its intention of starting a hydro-electric store these five dealers got their heads together.

The result of this getting together was a decision to wait upon the local board and lay before it a proposition to the effect that if the latter would not open the proposed store they would agree to handle hydro-electric goods on a 20 per cent. commission basis.

After giving the retailers' proposition due consideration, and doing some close figuring on their own account, the members of the water and light board concluded that to handle electrical goods on a commission of 20 per cent. was at a lower basis of cost than they could do so, according to their own original proposition.

As the idea of the board, in proposing to start a store, was to get electrical appliances into the hands of consumers at as low a price as possible in order to encourage the use of electricity in the town, it accepted the retailers' offer and signed an agreement to that effect.

The retailers also further covenanted to carry an ample supply of electrical goods in stock and to devote window and interior space to their display.

The agreement, however, is not a permanent one, being only for a period of three months, after which it can be cancelled by either party. Neither does it cover lines of hydro goods which are handled by the local board.

But the interesting point is that the two parties have been able to reach an agreement which promises to be satisfactory to both. And as long as it is satisfactory we may expect it to be maintained.

Possibly dealers in other towns may be able to pave the way for similar agreements with their local hydro board.

It is better for the dealer that he should sell on a commission basis, provided such commission is not in excess of his cost of doing business, than that he should have either to meet the competition of a local hydro store or sell little or no electrical goods, for those who come to the store of the dealer for supplies of this kind will often make purchases of other lines.

At any rate, it is a well known fact that manufacturers of electrical goods have learned from experience that better results are obtained through the retail hardware trade than any other medium of distribution.



## Methods that Make for a Successful Clean-up Campaign

THE good that has been accomplished by the "Clean-Up and Paint-Up" campaigns wherever they have been pushed in the past is acknowledged on all sides. The arousing of citizens to the need of cleaner yards and better painted homes, in hundreds of cities and towns has decreased the amount of sickness and staved off many an epidemic. The results have been so beneficial that these campaigns are becoming annual events in many places, and each year other towns and cities which heretofore have exhibited only a passing interest in the plan, are being awakened to activity.

In many cases some hardware merchant leads the way. His is more than a philanthropic or patriotic interest, for "Clean-Up and Paint-Up" means increased sales for him. But the hardware man should do more than lead the way—he should set the example. We rightly question the motives of the man who is willing to preach but not willing to practise, and if the dealer is to preach the gospel of "Spread paint in the spring-time," he should be the first to begin spreading it. The store front, the home, even the delivery wagon may be made an example of the fact that the dealer believes in the thing he is advocating. On the other hand, if the merchant does not set the example some possible customers will read his advertisements and wonder why the doctor is so averse to taking his own medicine.

### Backyard Garden Contest.

A real estate concern in Toronto—The Dovecourt Land Co.—a year ago inaugurated a backyard garden contest with such success that this spring they have enlarged the idea in a second contest by offering \$1,000 in cash prizes. There is in this an idea for the hardware dealer to adopt or get his town authorities to adopt. It should mean, if the suggestion is favorably met, an increased sale of garden tools and seeds in his community.

"Clean-Up and Paint-Up" campaign buttons might be given to children either as a direct advertising stunt or in return for some service the children might do. These buttons can be had quite cheaply, less than a cent each. The "movies" can help advertise the campaign. The bureau which inaugurated the spring campaign in the United States has arranged with a manufacturer to supply slides to dealers at a cost of about 25 cents each. Jig-saw puzzles in bright colors is another plan by which boys and girls might be made to help advertise a "clean-up" campaign. Then there are little campaign stickers for the back of envelopes and for parcels going out from the store. Posters and cards for billboards, windows or inside store walls are more ideas that could be worked up.

### Giving Work to Unemployed.

During this year of industrial inactivity, the pushing or inaugurating of a clean-up campaign should prove a popular and profitable one. Chicago municipal authorities have adopted the suggestion of the paint men of that city and are planning a big campaign for this spring, principally to give the unemployed work. New York, too, is adopting a similar scheme.

From a purely commercial viewpoint, the "Clean-Up

and Paint-Up" campaign is one of the few civic ideals which pays for itself, not only in better living, but in more and better business, a fact that can be demonstrated to the satisfaction of all classes. Clean yards suggest rakes, shovels; new flower beds need bulbs, small garden tools; vegetable gardens require seeds, agricultural implements, etc., repaired fences; porches need pickets and lumber; interior renovation demands new linoleum, carpets, rugs, wall paper, curtains, draperies, etc. But this is not a one-man proposition; city-wide co-operation must be the keynote and the real benefit comes in permanency—we must "get the habit." Properly pushed, it will help every seller of merchandise in your city. It will clean the yards, streets, homes and public buildings and prevent the spreading of fire and disease.

### Help on the Sanitary Movement.

It is a growing condition that the people are becoming more and more sanitarians. Health is being found with more pure air, pure water, properly protected surfaces, germ-proof walls, hygienic surroundings and pure thought. Men cannot succeed without healthy, open minds, and every aid to this condition actually enhances our material prosperity. Any movement which has for its object the boosting or the affecting of a single field would not be successful. A campaign to succeed must be universal in its scope.

There must always be preliminary effort, we might say apprenticeship, to real success. So much nowadays depends upon enthusiasm. It is the punch we give today that brings success to-morrow. The neighborhood get-together spirit should be cultivated—one bad egg spoils the omelet—one shabby house and yard queers the block. Every town and city in the country can look better and feel happier if it listens to and profits by the gospel of cleaning and painting up. There should be an air of freshness to communities just as to vegetables. Other cities have wrought a wonderful transformation in public health and beauty, all of which makes for better citizenship and a happier community. Over 3,000 towns and cities in Canada and the United States will conduct campaigns during April, May and June.

Contrary to old times, painting is no longer considered an extravagance or a luxury; it is an economical necessity. Paint destroys countless millions of germs that infest woods. A rotten timber can furnish enough germs to keep a doctor busy for a month. Every city needs housecleaning and plenty of it to freshen its exterior and brighten the inside. Its entire complexion and mental outlook can thus be bettered. A city should wash its face and brush its teeth just as people do.

The women, too, can help. Across the border, especially, women have been strong advocates of town spring cleaning, and if the hardware dealers of the Dominion but seek and ask the co-operation of the prominent women social workers, much good will result—to the town by making it cleaner, and to the dealer in making for more and better business. Boy scouts also can be of assistance in this regard. In fact, the dealer should adopt any scheme or plan that will help on the "Clean-Up and Paint-Up" campaign. It will help in increased profits.



## DEALERS AFTER VACUUM CLEANER TRADE

*Several Canadian dealers carrying on schemes to increase sales of vacuum cleaners. As the house-cleaning season is at hand announcements of these campaigns should be of interest to readers of Canadian Hardware Journal*

B. H. Buxton, Toronto, rents vacuum cleaners and does a good business in this line. He acquaints the people with the fact by an electric sign, which he has placed in the window bearing the words: "Vacuum Cleaners to Rent."

With the housecleaning season drawing near, dealers will probably find renting vacuum cleaners a profitable business.

### Welland Dealers Have Vacuum Cleaner Sale

McMurray Bros., Welland, recognizing that the housecleaning season is at hand, is carrying on a selling campaign of vacuum cleaners. In connection with it

## You'll do Less Work and Have a Cleaner House if You Use Electric Vacuum Cleaners

**Electric Cleaner gets all the Dirt, Dust and Lint**

# 9

**A.M. and the work is done**

'Phone for free demonstration in your own home. See for yourself this 9 lb. dirt devourer—with its troubleproof motor and new thrust bearing. Ask about our easy payment plan.

Electric Vacuum Cleaners make housecleaning simple and easy, because the current not only removes dirt but does the hard work that was formerly done by your arms as they swung the broom back and forth. You not only save energy and get a cleaner house by using an Electric Vacuum Cleaner, but you're also sure that germs and dust are not scattered all over the room when you sweep the carpet, but are sucked into the bag made for that purpose.

Everybody is interested in a cleaner house, and in the saving of energy, and everybody ought to have a Vacuum Cleaner. We have them in various sizes and at economical prices.

We do all kinds of Electrical jobs, new or old wired, especially careful about repair jobs, and we are at your service the second you notify us.

We have cleaners to rent by the day or week.

they carried on some special advertising, a typical advertisement being reproduced herewith.

Much stress is laid on the fact that vacuum cleaners will save much energy, and the result will be a cleaner house.

One of the schemes adopted by McMurray Bros. is to give free demonstrations in the home of the probable customer. Not only are they getting in close personal touch with the people, but they have arranged an easy payment plan which has had a beneficial result as far as sales are concerned.

### Vacuum Cleaners Should be Pushed Now

In this country the months of the Spring season have come to be known as "clean up" months, and even now the housewife is patiently waiting and planning for the day when she will be able to throw open the windows and, armed with vacuum cleaner (no good housewife uses a broom in these modern times) and scrub brush, start in on the annual campaign against those dread enemies—dust and dirt.

There are still a large number of men and women who are still so far behind the times that they still cling to the old corn broom. If they only had demonstrated to them the labor-saving and sanitary qualities of a vacuum cleaner, they would give the purchase of one of these machines very serious consideration. There is going to be considerable business in vacuum cleaners for someone, and it stands to reason that the dealer who makes the strongest bid for this trade is going to be blessed with the larger share of the profits.

### Renting of Vacuum Cleaners.

In cases where an out-and-out sale cannot be made, it is often possible to rent a machine by the day, or half day. The rates usually charged are \$1.00 for half a day and \$1.50 for a full day. The wear and tear on the cleaner is not great and, at these rates, the machine will soon pay for itself.

This renting, too, often results in future business, for a woman who could not at the time, through lack of funds, buy a machine outright, will see the value of one and probably purchase a cleaner at a later date.

### THE TIME TO SELL SEEDS

One of the lines which can be made to yield good profits with a little effort is that of seeds. But unless some effort is put forth, and unless the effort is properly directed, the investment is most likely to turn out a bad one.

It is too late, of course, to select your stock for this season, but if you have a good, reliable line, you can still improve your business by doing some judicious advertising and by fixing up some attractive displays in your windows. And just remember this: the man or woman who comes in to buy seeds for the garden is a very good prospect for garden tools.

Take a lesson from the large city department stores. They do not act as if their seed department is unimportant. On the contrary, when the time comes, right now, they use expensive window space and newspaper space to boost the sales, and do not imagine that they are afraid of asking good prices on their goods.

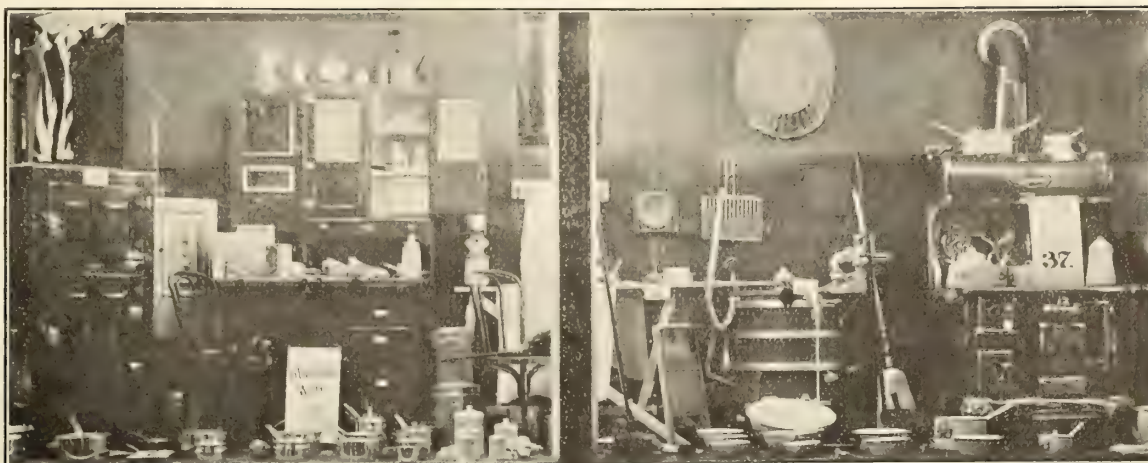
You can sell seeds and lots of them, at a good profit, if you only decide to go after the business. It may be necessary to do a little missionary work, such as educating your prospective customers to buy a better grade, or a better variety, but the retail hardware dealer who shows a practical interest in the success or failure of the gardens among his customers is bound to reap his reward in shape of increased sales and profits—and that is what we all want, do we not?

### BULLETIN BOARDS FOR CUSTOMERS

A bulletin board through which you can talk to the public who daily walk by your store is a mighty good thing. For if this bulletin board has interesting messages it will not only be read by the passing public but also by your own customers. And one of the best advertising men who ever lived gained much of his fame by pointing out to the manufacturers of this country the important fact that it is just as vital to keep your present customers "sold" as it is to get new ones. What is a truth for the manufacturers is a truth for the dealers.

The Winnipeg Oil Co., Ltd., with a capital of \$1,000,000, has been incorporated under Dominion legislation.





Kitchen needs in The J. H. Ashdown Hardware Company's Winnipeg store window. The display was trimmed by C. H. Smith. This display had for background a dark red burlap five feet wide used at bottom with wallpaper above to the top. To cover the seam a strip of wood stained dark oak was used. Several lines, such as baskets, towel rollers, toasters, gas toasters, pots and pans, were fastened to the back. The bottom was covered with dark red felt. A kitchen range was shown in one end with kitchen ware placed on it in a natural way. A show card with some short talk and a price card were set on the range. An electric washing machine was shown next, with a price card. Around the machine were shown several articles, such as washboards, brooms, mops, dustpans, scrub brushes, wringers, etc. On the floor in front of the stove was kitchen enamelware. An ironing board with electric iron all ready for use was also shown. A kitchen cabinet with a complete showing of kitchen ware made an attractive and novel way of showing this line as in actual use. Next were shown a refrigerator and meat safe. On the floor in front of these were arranged pots, pans, etc., in aluminum ware. Prices were used on most of the articles, and the display was productive of considerable business, states Mr. Smith.

## Making the Window Trim Sell Spring Household Needs

The person whose effort is largely devoted to focusing the attention of the passing public upon the show windows of the hardware store must constantly be reaching out for new ideas. This is, of course, equally true of the advertising writer, or of anyone seeking to attract the attention of the public; but it is a very important consideration to the store that would exact the maximum of benefit from its window displays.

The time has long since passed when a few articles haphazardly displayed in a window, and accompanied by a few cards giving prices or other information, may be considered as a real window display. The buying public, even in the smaller communities, has long since ceased to regard such displays as interesting, and interest is the first essential to the success of anything which must hold the attention.

To keep up the interest in the windows of a store it is necessary that new angles of appeal be used, and that a constant shift of the interest shall make it impossible for the public which is accustomed to pass the windows to anticipate the nature of the display before it shall be spread before its eyes.

It is, therefore, necessary for the person in charge of the preparation of window displays to be constantly on the alert for new ideas. Of course, there is not a really new idea under the sun, but new effects may always be secured through the adaptation of ideas used in other lines of business, or the combination of portions of several ideas, which may be combined in such a way as to produce something entirely new to the public.

Perhaps the best illustration of the successful adaptation of the ideas used in other lines of business to the needs of the hardware trade may be found in the window displays of some of the leading lines of kitchen needs, particularly during the spring season. The window ideas furnished by the kitchen cabinet makers, who have been forcing the sales of their products by all recognized methods of advertising, are far from new, yet they have been quite a bit in advance of the aver-

age retail store displays. Almost all of them show the inspiration of earlier window campaigns.

To the man whose mind is alert, anything in the nature of a display for the public eye may be an inspiration. Big stores and little stores, in every line of business, alike contribute to his education, and their display ideas worked out in many forms often become vastly different and often better under his handling.

The most expensive window displays are seldom the best, either in interest attracted or in point of sales which may be traced to their cause. On the contrary, too lavish decoration of the windows often causes the public to form the opinion that the store staging such displays is a very high priced store, whereas nothing might be more untrue. A certain amount of expenditure is necessary to the maintenance of good windows in any community, but, generally speaking, ideas count for more than money. Long observation of these things leads to the conclusion that the public is quick to appreciate new ideas when presented in such manner as to attract the eye; and it must be remembered that the first office of the window display is that of attracting the eye.

Some men seem to sprout ideas over night. They are able to avoid anything that savors of sameness in their displays; and, as a consequence, produce the most interesting windows. It is these men who have the best sources of inspiration. They are watchful of anything which may tend to inspire the working out of something novel and effective, and they make it their business to keep posted on what is going on in the world. They are constant and close students of everything which is going on around them, and they reach out, through magazines or trips of inspection, to learn what is being done outside their own communities. Given an apt and capable man, and support from the store management, and it is astonishing how interesting the windows of a store may be made.



## Collins' Course in Show Card Writing

*18th of a series of articles  
specially prepared for this  
journal.*

In a recent lesson we gave directions for making a "box" window card. This is done by scoring and turning the edges down all the way around like a box or box cover. In this lesson we give directions for making a simple backing that will keep the card straight and at the same time form a support to keep it standing up. Figure 21 will give the idea at a glance. "A" shows the back of the card. The support is made of a piece of cardboard cut the same shape as "B" and "E." After cutting the cardboard to shape score it with the point of your knife where the dotted lines show. By "scoring" is meant to just cut through the surface of the card so it will bend in the opposite direction without breaking. It is very important to remember to always score it on the opposite side to which you want it bent. Use a ruler in doing the scoring. Mucilage or paste the part "E" to the back of the card, placing the score line in the centre of the card. The object in cutting the bottom of the card on a bevel is

venient. There will come a time when he will be required to go outside or away from his workroom to do some bit of lettering or other. It is then this box will come in to advantage. But even though he does not go away he will always find a receptacle of this kind will be very useful to keep his pots and brushes

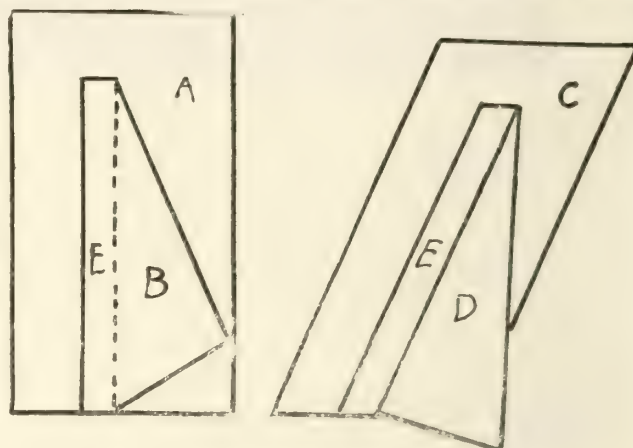


Fig. 21—Showing card support on back of card.

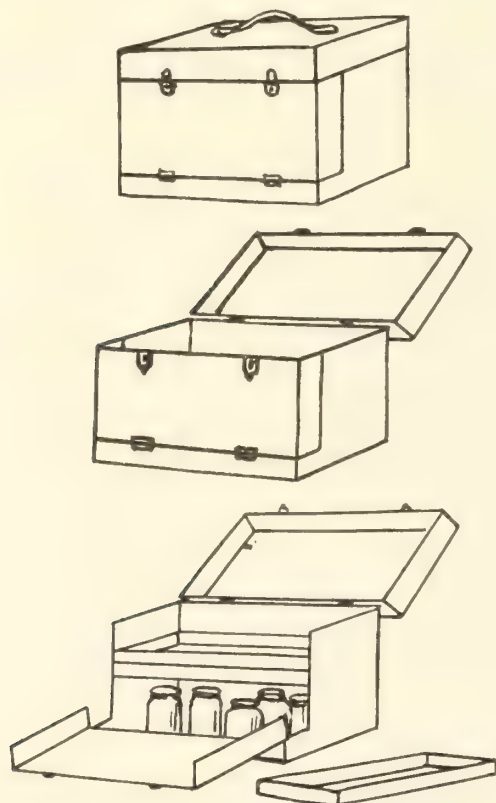


Fig. 22 -Showing three drawings of a cardwriter's handy work box.

to allow the card to tip backwards when standing up. In the second drawing the part "D" shows the supporting part of the cut piece swung into position. "C" shows the back of the card and "E" the part glued to the card. When you have made one of the supports and fastened it to a card you will see how effectively it keeps the card from curving or curling when in a standing position.

### Card Writer's Work Box

Every card writer, no matter whether he does much or little card writing, will always find a work box con-

venient. There will come a time when he will be required to go outside or away from his workroom to do some bit of lettering or other. It is then this box will come in to advantage. But even though he does not go away he will always find a receptacle of this kind will be very useful to keep his pots and brushes and various other little things for casual use that are bound to accumulate with time. A box fourteen or fifteen inches long by about eight inches wide and ten or eleven inches deep is a most convenient size. Boxes of these dimensions may be had at almost any grocery or drug store. Small bottled stuff is shipped in just such boxes, and as the corners are sawn dove-tailed they are excellent for strength as well as appearance. When you have gotten a box of this kind glue and nail the top on well and see that the bottom is well nailed. This will make you a solid box with no opening. With a carpenter's board gauge, mark a line around the top about one and a half inches down. With a fine saw cut this top off. This forms your cover. Next run a gauge mark down the ends at the front about one and a quarter inches wide, and one along the bottom of the front about three-quarters of an inch from the bottom. With a very fine fret or scroll saw, the kind that is sometimes classed as a toy, cut down both ends at the lines one and a quarter inches from the front. Saw down till it meets the line measured from the bottom, which should have been gauged on the ends at the same time you gauged the front. Take a good sharp knife that has a thin pointed blade and cut through the wood along this front bottom line and the same around the ends until you meet the cut made with the scroll saw. This will allow the front to drop out. You will need two pairs of neat brass hinges with which to hinge the cover and the front piece in their respective places. It is very convenient to have three or four trays for your various articles, brushes, etc. These should be about three-quarters of an inch deep, but the top one may be deeper, for it can go up into the top of the box. The sides and ends of these trays would best be made of quarter-inch stuff, basswood preferable. The bottoms should be of heavy mill board. Only put one support for all the trays. The trays may sit on top of each other. The convenience of this will





Plate 36—Snow-capped spurred half block—Lower case.

be found when you want to get into the bottom of your box, you can lift all the trays out together without pulling them out one at a time, which you would have to do if each tray was supported singly. The supports for the bottom tray may be made of two pieces of tin about a half of an inch wide and the length of the width of the trays. Bend these the long way at right angles in the centre. Nail one of these to each end of the box the proper height for the bottom tray to rest on. You will need a couple of fasteners similar to suitcase clasps for the front of the box, to hold the cover down and the front drop in place. A strap or suitcase handle will answer for the top.

We show three working drawings for making a box of this kind. One shows the box closed, one with the top open and the front drop in place, the other with the top open and the front drop down and one tray out. These sketches should be quite enough to show you how to construct it.

For color receptacles you can obtain empty jam jars with screw tops that will answer the purpose nicely. On the inside of the front drop fix a place to carry a small tack hammer and a screwdriver. These you will find almost indispensable. You will frequently want to drive a tack, and the screwdriver will answer for a tack puller and screwdriver.

#### Alphabets

Every card writer finds at Christmas time a need for snow-capped letters for various Christmas cards. These letters should be used only for a line or even only one word that is needed to be emphasized. Almost any style of letter may be treated in this snow-capping way. But the wide-stemmed letters show to better advantage than the "thick and thin" styles. This design is a spurred half-block letter. They are not difficult to make and the color may be either red or black.

If red is used the snow will have to be outlined in black.

#### Sample Cards

The group of cards shown this month are a number of "spatter work" designs. This is almost fine enough for air brush work, but they are all spatter work. The



Samples of Spatter Work Designs

backgrounds are done in various high colors and the letters in reds and black with shading to harmonize with backgrounds.

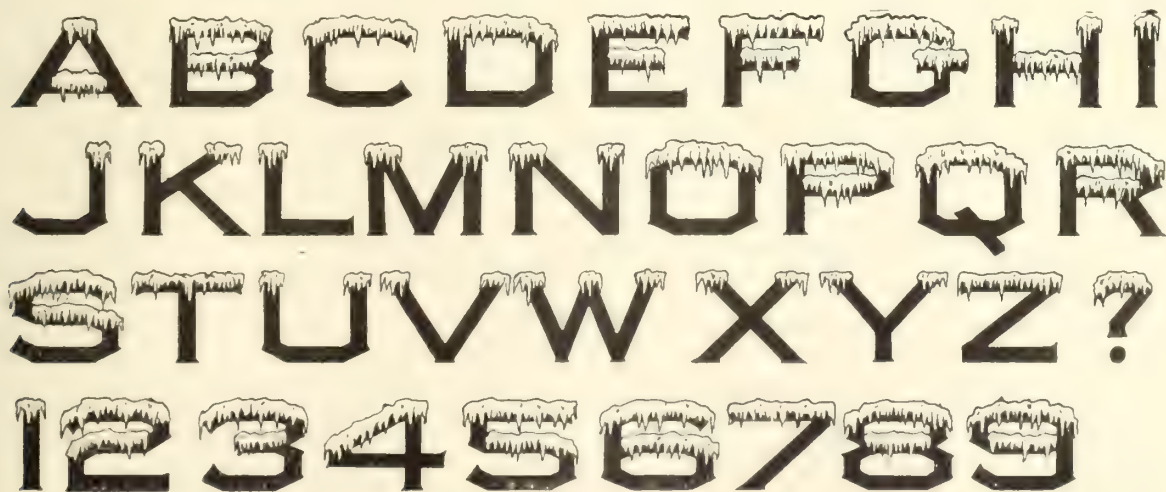


Plate 37—Snow-capped spurred half block—Capitals.



# Letting the Public Know You Have Summer Stoves to Sell

The near approach of summer necessitates the movement of warm weather stove lines to the front of the store, and the rearrangement of the stove department. Demand in that section from now on will be for gas ranges and plates, coal oil and gasoline stoves, gas tubing, and kindred articles.

Of late, too, there is a demand, and a growing one, for fireless cookers. Some of the big stores in the larger centres are making a feature of these articles, and as the season advances they will, as usual, give demonstrations of their worth.

This year, in Toronto, among stove dealers and home furnishers, an effort has been made to interest home owners in gas stoves. The idea was launched by the local gas company, and has been readily taken up. The week of April 24 to May 1 was set apart as "gas stove week," and while it is too early yet to state what

by displays and advertising. Many sales have been lost by dealers who start out with a burst of enthusiasm and after getting the public nicely interested, relax their efforts and allow the enthusiasm to die out. There are many people who purchase an article early in the season if it is brought to their attention in a forceful manner, but who will not buy if left until late in the season. To be successful the merchant should start his campaign early. He should not be backward in starting his spring campaign. This present year is a splendid one in which to start gas stove selling early. Backwardness in business is the merchant's greatest enemy and is a menace to his success.

Coal oil cook stoves in two and three-burner styles are good to push for country houses and summer resort homes, and in small settlements where gas is not yet manufactured. Persons contemplating camping or tak-



Made-in-Canada window display of stoves put on by Cunningham's, Ltd., Vancouver, during their recent "Made in Canada" sales week.

effect it has had in actual dollars and cents results, the amount of publicity given to the week surely must have done some good. In all sections of the city window displays were shown, and in some of the larger stores baking experiments were made and working demonstrations given. Delivery wagons carried streamers worded "Gas Stove Week, April 24 to May 1," and these, with the newspaper advertising connected up the sales stunts in the stores. People got to talking about it, and it must surely have hurried up sales, and it is also safe to say that the week must have brought about sales to those who did not contemplate buying.

## Get After Sales Early

There are other means, too, by which gas stoves might be pushed. Do not let up with the one "gas stove week." They should be featured prominently from now until at least the middle of summer. May is the best month to commence the spring campaign in the stove department. Energetic efforts should be made to get the attention of the public in the dealer's locality centred on the stove department and the line of stoves carried. The enthusiasm should be kept up

ing summer outings are good prospects to keep tab on and interest in these lines.

Mail order houses do a large business in this line, but the local hardware dealer should be able to secure the bulk of the business on account of having many advantages in his favor. When purchasing from the local dealer, a customer can see exactly what he is getting; he can examine the stove, and get prompt delivery. There is no danger of receiving a stove with broken parts; and the danger of misfits is eliminated.

## Salesman Should Know His Goods

Knowing the goods is an important feature in selling coal oil stoves. Salesmen should be well informed on points, such as safety, simplicity of operation, ease with which wicks can be replaced, and many other talking points that may be found on many of the good oil stoves that are now on the market. It is a good plan to have a stove set up in the store ready for use, so that it can be lighted at any time for demonstration purposes. An actual demonstration of the working and heating qualities of an oil stove will impress a customer

(Continued on page 42)



## METHODS OF MAKING A CHIMNEY STACK BASE

By A. F. Mueller

A method here presented of laying out a chimney stack base by using only a carpenter's square and a scratch awl. The heights of these bases are not particular and they are made so that the iron at hand will cut without any waste.

Lay a sheet of iron on the bench and square one end of it, the dotted line a-b in Fig. 2 representing the end of the sheet and the line c-d, the line drawn to square the sheet. Parallel with c-d set off the seaming allowance which is one-half of the material that the grooved seam will require and shown by the line e-f. From the near edge of the sheet set off the material (including lower flange or wiring material) that will go over the chimney, as I, and from g set off half of the length of the wide side of the chimney, as i. On the far edge of the sheet set off material approximately two inches wide and make this line equal to one-fourth of the circumference of the round connecting pipe, as h-j. With the blade of the square touching j and a point on the tongue, representing half of the length of the narrow side of the chimney, coinciding with i, draw a line around the square, as j-k-i. Add grooving allowances to j-k and draw this line to extend across the sheet, as v-u. From i draw a line at right angles to k-i and complete II, which is a duplicate of I excepting in length. To I add a riveting lap which is not particular and can be cut by guess when the rivets are drawn. If the holes are to be punched in the flat the method of locating them is shown in a larger detail in Fig. 5. Add, in this figure, the material for the riveting lap and through the centre lengthways draw a line. Parallel with it draw a line p-q a distance away equal to s. With i as centre describe a number of radii and where they cross the centre line of the lap and the line p-q will be the centres of the holes. The lower end of the lap is notched as shown, so that it can be bent at right angles

and will also not interfere with the material used to strengthen the lower edge of the base.

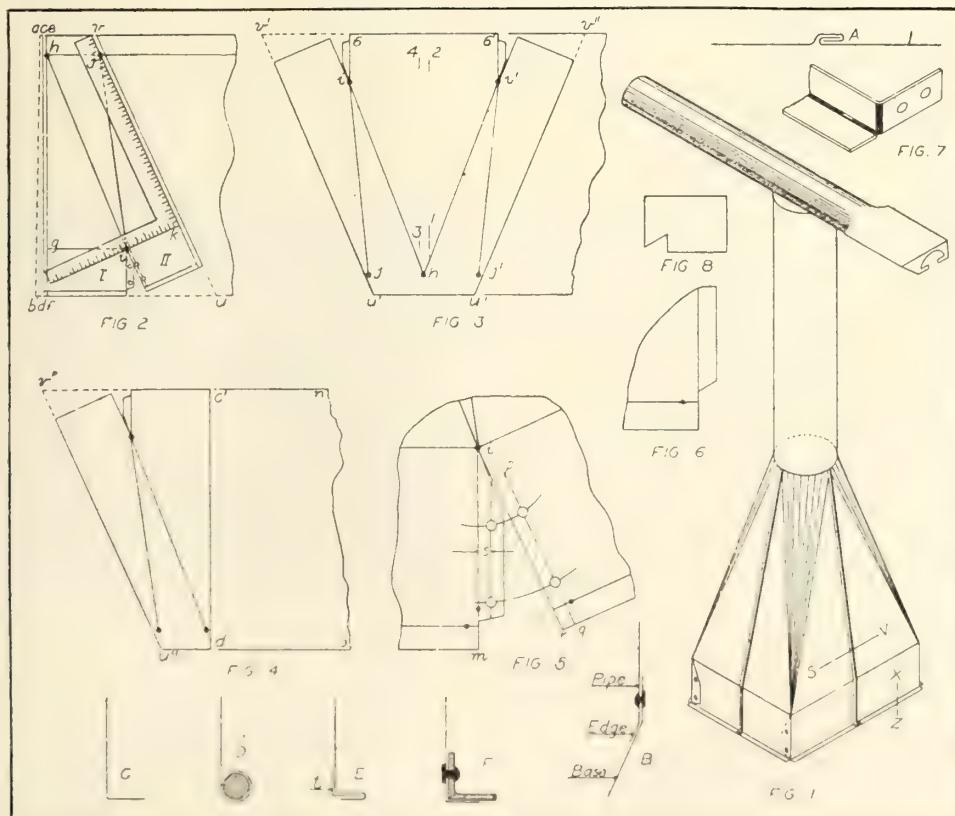
When the base is finished as in sections D, E and F, the grooved seaming allowance is notched as in Fig. 6. Draw lines from i to h and j and prick mark these three points which will complete the quarter pattern for the base.

The end of the sheet (Fig. 3) will have a cut across it v'-u' and the quarter pattern is now laid so that the corresponding edge v-u will coincide with this edge and the shape is marked on the sheet, pricking the points i, j, h. On the c-d edge of the pattern only short lines are drawn, as at 1 and 2, and from these two lines a distance is measured back equal to the material in the grooved seam or twice the distance c-e, for the net line of the pattern is midway between these short lines. Place the line c-d of the quarter pattern to coincide with 3-4 and mark around it, pricking the points i' and j'. Drawing lines from i to 6 and j and from i' to 6' and j' will complete the pattern for the half base.

The end of the sheet (Fig. 4, shown turned over) now has a diagonal cut, v'''-u''', and using this edge to start with duplicate the pattern in Fig. 2 in the same way as was explained above for Fig. 5 and the rest of the sheet will then have a square end on the line d'-c' and there will be no waste material.

Lay the lines that separate the flat from the curved surfaces, as i-h (i'-h), etc., on the edge of the bench plate and with a mallet slightly mark these lines. Place the quarter pieces on top of the half piece and then fold the edges of all three pieces. Form the curved parts on the mandrel and groove the seams, a section on S-V being shown at A.

Place the single beading rolls in the beader and set the gauge so that the machine will bead a distance equal to g-f of Fig. 2 and turn a bead in the four sides of the base which will be the line that separates the rectangle to round from that part that goes over the



Pattern for making a chimney stack base







## Increasing Paint Sales Through Advertising

Window paint display in Paton's paint store, Toronto.



W. J. Carter, of Preston, Ont., on the occasion of a recent visit to Toronto, told a representative of Canadian Hardware Journal that he had increased his paint sales last year over \$1,100, and he attributed it in large measure to the publicity he got through his advertising. He takes a six-inch double-column space on the front page of his local paper, next to reading matter, at a cost of \$54 a year.

He represents S.W.P. in Pieton, and in addition to his own advertisements he split the cost with that company on some double advertising space, which was taken because last year was a dull year for paints. By experience he is convinced that it is necessary to keep pounding away. Himself a strong believer in advertising, he has found that business drops when advertising stops, and his expenditure of \$100 to land \$1,100 additional sales shows that he has the best of the argument.

In addition, Mr. Carter related an incident to show that it is possible to offset sales of paint bought through mail order houses by giving a better delivery service. A farmer living outside Pieton some seven miles while visiting in town told Mr. Carter that he wanted some paint, but as he had no rig with him and as he thought it was too much to expect a local dealer to go so far into the country with the one order he believed he would just send in an order to a Toronto house and have it set down at his door.

Mr. Carter, although he had not been in the habit of delivering so far from town, told the farmer he would be pleased to look after the order. He convinced

customer. Mr. Carter has also accepted the tip of increasing his trade by extending his delivery, an additional charge being made for this, the country folk being satisfied to pay this for the added and quicker service.

Every man more or less is a prospective purchaser of paint, if he can only be approached on the proper basis. It has been figured out by statisticians that only 25 per cent. of Canada and the United States is painted; in other words, that only a quarter of the surfaces, which should be painted, have been attended to as yet.

There are a number of reasons why the use of paint has been so restricted, comparatively speaking. The chief one is ignorance of the real value and utility of paint. Very few people appreciate how much value can be secured from paint. To them paint is an expenditure. In reality it is an investment.

It has so often been asserted that the hardware dealer should increase his sales by helping to spread public knowledge of paint that it seems unnecessary to make the statement again. Nevertheless, the need for an improvement in this respect is so great that the truth must be repeated again and again. The retailers of paint should see to it that the public is kept informed of the value of the commodity.

### GOING AFTER THE PAINT PROSPECT

*By Victor Lauriston*

With the spring paint campaign opening up, and the big business of the year about to materialize, it will pay the paint dealer to put aggressiveness and energy into his selling campaign. But these pushful qualities are not enough.

Determination — persistence — stick-to-it-iveness — these are the factors which are going to make any year's spring paint campaign, and particularly the spring paint campaign this year, a success.

It is easy to plan a campaign. Every paint dealer of a little experience knows the general outlines. There is the mailing, to a selected list of paint prospects, of a follow-up series of paint literature, this being generally carried out in co-operation with the manufacturer. There should be a liberal use of window display; and the timely goods—the exterior paints—should be given a prominent place in the store. Incidental to this, the posters and other decorative material furnished by the manufacturers should be used in display; and color cards and advertising matter distributed. Newspaper space can, and, indeed, must be used. In fact, with the advent of spring, "Clean Up and Paint Up" is the timely slogan.

Any paint dealer can plan such a campaign, but it takes a persistent and determined paint dealer to carry



Splendid interior arrangement of paint stock in store of a large American city.

him that his price was as good as the catalogue house, that his paint was better, and that there would be no delay in delivery. Mr. Carter got the order, and it was larger than the farmer originally intended. He made it a point to see that the paint was specially delivered early next day, and he made, too, a regular



out his plan to the letter. And it is just in the determined carrying out that the success of the planning lies.

For instance, the mailing of literature is an important factor. The merchant may shrink from the expense of a persistent follow-up campaign; he compromises with himself by deciding to send out a single broadside of literature to a list of prospects. In so doing he misses the point entirely. It is the persistent following up of the prospect that makes the mailing campaign effective. The first shot has no appreciable effect; it is the steady repetition of a well directed fire that batters down the prospect's defenses and induces him to capitulate—in other words, to paint that old house of his which has been shrieking and howling for paint these last few years.

Does the follow-up campaign pay? Here's an instance: It its bare outlines it has all the suspense and the twists of a modern magazine story. Jones, paint dealer, put Smith on his prospect list. He sent item No. 1 in the follow-up campaign. No response. Number two. No response. Number three. No response. Number four. Smith dropped in, bought a brush, and enquired tentatively about paint. Number five. No response. Number six. No response. Jones quit.

A month later Smith painted his house with white lead and oil purchased at another store.

In a few months he sold his house. That fall he built a new one. Next spring he painted the new house—and when he wanted paint he went straight to Jones, paint dealer, and bought the brand which Jones had circularized him to persistently and so—to all appearances—ineffectually, a year before.

The great thing in paint selling is to get a line on the man who is likely to purchase paint—the man who needs it but does not realize the need or the man who realizes the need but feels that he can't afford to paint. There are scores of men in these two categories, for every one man who needs paint, realizes the need and goes and buys it of his own accord. The dealer is the

decisive factor in bringing these prospects to the purchasing point; and to do this he must keep after them till they buy. The methods he employs are less important than the fact that he does keep after them.

A study of the problem convinces me that personal salesmanship—not merely in the store but going right out after orders—is the most effective way of getting business. On top of that, the man who goes after business should go again and again till he lands the business. The initial fact that a man needs or wants paint is sufficient assurance that some day one with sufficient determination and persistence will bring him to the purchasing point. You might as well be that someone—and you can be that someone if you keep at it.

Particularly is personal work worth while in the early stages of the spring campaign. It pays to get painting started, particularly in localities where paint is very much needed. A number of years ago a paint dealer selected one customer in each of half a dozen localities and gave him a specially attractive figure on paint in order to get him to paint his house with the — brand and start the spring campaign moving. With this as a starter, business came with a rush—and by far the larger proportion of the houses painted in those particular localities were painted with that brand.

That is psychology, pure and simple. While all the houses in a row are unpainted and weatherbeaten, no one man need envy his neighbor, nor will any difference be noticed. Paint one house, and instantly a score of other householders want to paint—either because they want their premises to look as well as their neighbor's, or because they say, "If Smith can afford it, I can." That's why it pays to get painting started.

But I hardly think the cut price on the first order is necessary or advisable. If, instead of cutting prices, the paint dealer were to select the likeliest customer in each instance and then camp determinedly on his trail till he landed the order, he could land it at a profit

and secure all the beneficial results just as readily. He would pay for these results, not in diminished profits on the individual order, but in the extra time and effort he put into the individual sale. Here, as in the entire paint campaign, determination and persistence are the deciding factors.

And I know, from intimate experience, that there are few people who will not surrender to determined, persistent personal salesmanship.

In any event, the paint dealer who wants his paint sales this Spring to bulk large must put a great deal of determination into his selling campaign, and must go into it determined to carry out his plans to the letter and to keep on pushing paint till the summer dust makes further painting impossible.—Paint, Oil and Drug Review.



How a striking window display of paints affected Mr. and Mrs. Smith to paint up and clean up and started a run on paint sales—as conceived by Martin-Senour Co.'s artist in "Paint Salad."

May is the big painting month of the year. The clean up and paint up campaign held throughout the country is bringing good results. Are you getting your share of the business? Are you dressing your window to solicit the trade? Are you advertising the fact that you have paint to sell? Are you pushing on the paint up movement in your locality?



# An Observer's Views Regarding Western Trade Conditions

By W. L. Edmonds

**T**HAT the pivotal point in Canada's trade situation is in the Western Provinces of the Dominion there can be no doubt. It was there that the abnormal slump in business took place. In the East there was also a decline in the volume of business, but it was not nearly to the same extent as that in the West.

In view of the responsibility which rests upon the West for a restoration of normal trade conditions in Canada business men are naturally watching developments in that part of the Dominion with more than usual interest. And opinions in regard thereto from men who, from personal observation, are qualified to give them are eagerly sought.

A few days ago I had the good fortune to meet Mr. F. A. Hoar, who, during the last couple of years, has been traveling up and down the Province of Saskatchewan as representative of the Canadian Credit Men's Trust Association. As his duties brought him into close touch with the agricultural and mercantile interests of the country, he has naturally had an exceptionally good opportunity of studying the general business situation and forming opinions in regard thereto.

## Opinions of an Observer

"Yes," he said, in reply to a question, "the situation is undoubtedly improving in the West. Compared with a year ago it is decidedly healthier. The reckless business methods which had up to last year been so common in the West no longer exist. The farmer and the business man have learned their lesson. It was no uncommon thing for a merchant to have, say, \$2,000 worth of goods in stock and \$5,000 in debts on his books. The order is now reversed. In other words, book debts have been reduced to a very much smaller amount than formerly. Not being able to get credit so easily as before the farmer has been compelled to cut out the purchase of luxuries and confine his purchases to necessities, for which he has had to pay cash. This has been to the benefit of both farmers and merchants. Stocks in retail stores are on the whole in a healthy condition, the only exceptions being heavy clothing and underclothing, the demand for which was below normal on account of the mildness of the winter."

## Lenient Manufacturers

"What has been the attitude of the manufacturers and wholesalers in the East toward the dealers in the West as far as your knowledge goes?"

"It has been lenient as a rule. And one of the significant facts in regard to the situation is that failures among retailers in the West are fewer than they were last year."

"How have farmers been meeting their liabilities?"

"Fairly well. But some of them are not meeting them as well as they might. I mean those who have got the money, but are hanging on to it as long as they possibly can. These are, however, the exception and not the rule, for interest charges particularly have been well met as a rule. The trouble with a good many settling on quarter sections in the West is that, knowing little or nothing about farming, they were induced by salesmen to buy implements and farm machinery

enough for farming a whole section of land. These men have been taught a salutary lesson, which will be of benefit to future settlers as well as to themselves."

## The Increase in Acreage

"What is the opinion in the West, as far as you can gather, as to the increase in the acreage under cultivation?"

"According to general opinion the increase is fully 25 per cent. But it is not the increased acreage alone that should be taken into account in considering the agricultural situation in the West. What is still more important is the improvements which are being made in farming methods. I have particular reference to methods of cultivation. As a matter of fact there are altogether too many farmers who practically did no cultivation at all. I have seen some of them year after year drag harrows across the stubble and follow this up with the seeder. When there was plenty of moisture the crops sometimes did not turn out so bad. But the trouble was there was not always enough moisture to get even fair returns for such methods of farming; and then it was all day with the crop. I have known farmers who 'stubbled' for five years in succession, getting crops of from five to ten bushels per acre. In one instance I know of a farm of this kind which on the fifth year only yielded one bushel to the acre. This crop was to have been seized for debt, but as there was not more than enough for seed it could not be touched. Last year's drought taught everybody in the West a lesson, and last fall many who had hitherto scratched their soil an inch deep with harrows ploughed it six inches deep. The benefit of ploughing was demonstrated last year, for, even in the districts where most of the crops were burned up by the drought, good crops were obtained by farmers who had properly cultivated their land. When traveling through the burned districts it was a sight for sore eyes to come across those well cultivated farms."

## Increased Acreage in Burned Districts

"What is the outlook for the districts which suffered so severely from the drought last year?"

"Not so bad. Last year, having no harvesting to do, the farmers in the burned-out districts devoted their time to ploughing, and this not only allowed them to cultivate much of the land on which they had sown crops in the Spring, but also to break up a lot of land that was under fallow. As a result it is estimated that in the burned-out districts there is an increase in acreage of from 50 to 75 per cent. They have, therefore, increased acreage as well as better cultivation. It will, however, take a couple of good crops before the farmers in those districts will be well on their feet again."

## Condition of Live Stock Excellent

"What about the live stock?"

"Well, the conditions have been more than usually favorable for live stock. Owing to the unusual mildness of the weather it was possible to leave cattle and horses out on the prairie all winter, even in Saskatchewan, where they not only had the ordinary prairie grass to feed upon, but in the burned-out districts they



have had the uncraped wheat and oat fields at their command. The result is that the cattle and horses are looking in better condition this Spring than I have ever seen them."

"Evidences of the operation of the law of compensation," I interjected.

"It certainly is," replied Mr. Hoar with a laugh.

#### Outlook for U. S. Immigration

"What is the outlook for immigration from the United States?"

"Rather good. Before leaving for the East I made some investigation and I found that a number of enquiries are coming in from Americans who are thinking of settling in the West."

#### Outlook for 1915.

"Let me say this," remarked Mr. Hoar as he picked up his hat: "While it may take a couple of fair to good crops to put the West well on its feet again, there is every indication of a better state of affairs for 1915, as compared with 1914, for not only is there a general improvement in agricultural and business methods, but everybody is endeavoring to grow two blades of grass where there was only one before."

Mr. Hoar, who was formerly a retail hardwareman in Barrie, Ont., has returned to the East for the purpose of starting business as a manufacturers' agent.

#### SASKATCHEWAN NEWS ITEMS

An indication of the remarkable growth in Saskatchewan is given in the official Government report, which reads as follows: "The gradual opening up of the great northwest to the cultivation of grain, especially wheat, during the last three decades, has led to important changes in the provincial incidence of the principal field crops. The proportions of the total grain crops grown in the respective provinces in each of the census years 1880 to 1910 are shown in the form of a series of five charts. One of these relating to wheat shows that whereas in 1880 84 p.c. of the wheat crop was produced in Ontario, in 1890 this proportion was reduced to one-half by the development of wheat-growing in Manitoba, where 38 p.c. of the wheat crop was produced. The next decade did not greatly alter these proportions; but Saskatchewan appeared with nearly 8 p.c. By 1910, however, Saskatchewan had forged ahead, becoming the premier wheat-growing province, with over 50 p.c. of a greatly increased production, Manitoba dropping to second place with 25.8 p.c., and Ontario to third place with 15 p.c., whilst Alberta appeared as fourth with a percentage of 6.9."

Farmers throughout the Canadian prairie West are now busy on the land, and the first work of raising the great 1915 crop is well under way. The implements have been on the land for several days, and in some districts seeding is well started. Conditions are ideal, and, generally speaking, there is enough moisture in the land to carry the seed until the first heavy rains. During the past week there have been slight rains in several districts, and now warm sunshine is forecasted. In northern and central Saskatchewan seeding is proceeding rapidly and the grain is also being buried in the district along Goose Lake line and along the Canadian Pacific Railway east of Calgary. In northern Alberta the work is not so far advanced, and it will be two weeks before seeding is general. In Manitoba seeding operations will commence in the near future. Increased acreage is reported from almost every point.

#### CHANGE IN BRANDON HARDWARE

H. E. Burgess and H. H. Williams have purchased Gidding's Hardware, Tenth Street. H. E. Burgess is well known in Brandon, having been for 15 years connected with the hardware business. He was for a number of years traveler for the McClary Mfg. Co., traveling from Winnipeg west. H. H. Williams was for ten years with The Asbestos Broughton Fiber Co., East Broughton, Que. Both are practical hardware men and intend remodeling and reorganizing the south end hardware store and making it a thoroughly up-to-date store. An entire new line of the better class goods will be carried.

#### HARDWARE SITUATION IN WEST.

J. H. Ashdown, wholesale hardware merchant, of Winnipeg, is quoted recently as saying that the increased duty on hardware may have some trifling effect on some lines of goods, but that imported goods sold on close margin, like nails and iron implements, will go up in price to such an extent that the imported articles may become almost prohibitive. Some hardware implements are not manufactured in Canada, he said, and the people here will have to have them from elsewhere. As far as those made in this country are concerned, the new tariff will materially help to boost their output.

The Imperial Bicycle Co. has been incorporated at Winnipeg.

J. W. Bone's hardware and furniture store at Paynton, Sask., was damaged by fire recently.

J. Taylor Webb, manufacturers' agent, Winnipeg, has consolidated his interests with those of Mr. Bissett, in the firm of Bissett & Loucks, Ltd., and the name of the firm has been changed to Bissett & Webb, Ltd.

### The Retailer and the June Bride

By W. L. E.

*It is retailers who show attention to the June bride and her friends who get their orders for furnishings and presents.*

*Keep your windows dressed with merchandise that will remind June newly-weds of their house furnishing necessities*

*Brides, grooms and their friends scan advertisements appearing in their local papers for purchasing suggestions. He is a wise retailer who, realizing this, makes his June advertising cater to their wants.*

*Don't allow tarnish to accumulate on your silverware when the June bride and her friends are on their prospecting tours.*

*Dealers who will compile lists of articles suitable for June weddings will find it helpful to themselves as well as to their customers.*

*It is dealers who keep their store before June brides that are remembered when merchandise is being purchased, and are not forgotten when the newly-weds begin housekeeping.*



# The Resurrection of the Declining Town

*Many smaller towns of to-day are losing ground and it behooves the merchants to put forth their best effort to inject new life into them.*

**N**OT infrequently are towns encountered, especially in the older settled sections, and quite often in the newer sections, too, that are losing ground. Instead of moving onward as is the ambition of every community, whether large or small, they are losing the activity that once was theirs. The germ of decadence has attacked the business and industrial life, and is slowly, but surely, undermining the foundation of what once promised to be a flourishing town.

The causes of such a backward movement vary widely with different towns, but the effect upon the merchants is always the same—business in general begins to slump. There is not the trade to support all the dealers that previously found it possible to make a living in the town. Some merchants may withstand the slump better than others, but all are affected to some extent.

## Frequently No Effort to Offset Conditions.

Such a condition of affairs is most pathetic, but even more unfortunate is the lack of effort frequently shown by the business men and the townspeople to offset this state of affairs. Men whose interests are directly and seriously affected are apparently inclined to accept the situation as inevitable, instead of trying to inject new life and activity into the town in which they have their every interest at stake. In such cases there is dire need of a change of attitude. They need to adopt something of that spirit shown by the soldiers who are doing battle for us on the fields of Europe. They are spurred on to even greater effort when any contingencies arise that might stay their progress. That is the true British and Canadian spirit, both on battlefield and at home.

## Other Towns Have Been Reconstructed.

A fighting spirit, backed by a little ambition, pep, ginger and activity, will frequently turn the tide of battle. Other towns have been known to reconstruct a bigger and better town out of a badly shattered community that was fast fading into obscurity. It has not been done by weeping and wailing, however, but by being "up and doing." The business men of one particular town that had a bad attack of this disease came to a realization that something must be done to swing failure into victory. They recognized that some new industries were needed in order to put the town on a solid foundation.

## Board of Trade Goes After New Industries.

A meeting of citizens was called, the cure for the town's inactivity prescribed, and a strong board of trade organized to secure the medicine to effect the cure. A wave of enthusiasm took a hold on the town, and the citizens began to look forward to the future with confidence again. That feeling in itself was a wonderful stimulus to business. Then began the campaign for industries. It was found that the town must first get sufficient electric power to run the factories which they hoped to secure, but spurred on by the ambition to accomplish things they found this no great obstacle in their way. They went after new industries in the same aggressive manner that a live business man would go after trade. The start was the most difficult

part, but once the ball was started rolling the movement gained in velocity in a surprising manner.

## Merchants Adopt an Aggressive Spirit.

Not only did the town as a whole take on an aggressive spirit, but individual merchants as well. More attention was given to window display and newspaper advertising. Ads. were better written and larger space was used. Merchants began to make a bid for the business of people in outlying districts from which they had previously drawn little trade. The results were so good as to make the increased amount of money spent in advertising a good investment.

Up to this time a good deal of trade that properly belonged to the local merchants had been going to the mail order houses and helping to build the larger cities at the expense of the small town. In fact, it was realized that the hundreds of dollars that were being sent away in this manner every year was a big contributing factor in sapping the vitality of the town. Accordingly, the merchants began a campaign pointing out to the people of the town and district that buying goods away from their own town was detrimental to their own interests, and that the local dealers could sell them their requirements just as cheap, quality and service considered. People began to realize the truth and to give their entire trade to the home merchants.

## A New Lease of Life.

Success was eventually theirs. A bigger and better town arose, and business took on a new lease of life. Not all these things were accomplished in a day or without effort. It must be borne in mind that the best things in life have to be worked for—even sometimes battled for.

There are many towns to-day in a similar decadent state, and badly in need of a like tonic administered in large-sized doses. When the dragon of decay begins to attack a town, it behooves the citizens to arise to the occasion, buckle on their armor of endeavor and conduct a combined attack upon the monster. Such campaigns have been successful before, and there is no reason why they cannot be repeated with other towns.

## NEWS BULLETIN IN WINDOW TO ATTRACT ATTENTION

If I were a merchant in a small town, says a writer in System, I would arrange a home-made "war" or "news" bulletin in my window in this way: I would place there a roll of white wrapping paper on its frame. The paper from this roll would be arranged to run to another fixed two or three feet below the first. On the space between the two rolls I would letter the latest war news in the form of headings from the big city papers. In with these "bulletins" I would mix some of the bargains of my store.

The bulletin would be easy to change—simply rolling the paper up on the lower roller would accomplish it. The same plan could also be used for baseball or football returns, or entirely for a "bulletin of bargains." It would get the crowds to my window. Displays would get them inside.



## Making Penknives in Sheffield

By C. A. C.

Cutlery, broadly considered, may include any article with a cutting edge. From a trade and maker's definition, it comprises only pocket knives, table knives, razors, and scissors. These are four distinct and separate trades, and although all four are often carried on by one firm, many manufacturers confine themselves to one branch only. Pocket knives generally include all kinds of spring knives, hunting knives, etc., and table include carvers, butchers', and cooks' knives. In each of the four divisions of the cutlery trade the process of manufacture is somewhat similar.

### Making Pocket Knives.

In olden times the same men made the blades, ground and finished and fitted them to the handles, which he also made. With the development of the factory system, each branch became divided into three separate trades, viz., forgers, grinders, and cutlers or hafters. Taking the process of manufacture in spring knives as typical of all branches, and as still followed in Sheffield and elsewhere in the old established way and carried on by those firms who have maintained a reputation for quality, many methods have been introduced in different countries to substitute various machine processes for producing blades other than by being forged by hand, but nothing to equal the hand-forged article has been produced.

The steel, which should be converted from the finest brands of Swedish iron, is melted, cast into ingots, then hammered into bars and rolled in strips of width and thickness suitable for the sizes of blades required. The blade maker, or forger, takes one of these strips, cuts it into convenient lengths, heats to a warm red a portion of one end, sufficient for a blade, in a clean fire of small coke, roughly hammers out the required blade, and chops off from the string of steel just enough for this and the tang, i.e., the part of the blade by which it is fastened into the haft. This process is called mooding, the workman making as many as required for the quantity he is making, or for his day's work. He then reheats these moods separately, and with a hammer on the various bosses fixed in his anvil or stithy, works the tang into the required shape. The other end, the cutting portion of the blade, is then reheated, the nail mark put in on a boss for the purpose fixed in the anvil, the sides hammered flat, and edge of blade made as thin as possible. This is all done at one heat, and called smithing. It is this hammering from hot to cold that imparts the lasting cutting qualities, provided the blades are made of good steel. The blades then go to the grinder, who "lays on" the tangs, i.e., he grinds off the rough surface on that part on which the name is put; this is done by the marker with a punch used either by hand or in a fly. The blades then go back to the forger to be hardened and tempered. Each blade is heated separately and dipped in water, after which it is of a whitish-grey color, having shaled, i.e., a thin outer surface has peeled off. The blade is not yet quite brittle and requires tempering.

### Tempering the Blades

Tempering is done by slowly heating on a steel plate over the same fire as used for forging. The degree of temper required is judged by the color, and goes from a light to a darker straw, reddish-brown or blue, according to the different styles of blades and purposes for which they are used, a pen blade being generally left a straw color, and pockets a reddish-brown. The

blades are now ready for the grinder. This man sits on a horsing kind of wooden saddle—partly under and in front of which, between his legs, runs a stone in a trough with sufficient water in the bottom to just catch the surface of the stone and keep it constantly wet. Grindstones vary in diameter according to the class of work to be done, and run from about 14 in. for small pen blades to 5 ft. for carvers, but the grinding of each is restricted to its separate trade. The blades are set in (put into handles) in the rough ground state. In some cases, if jack knives, the grinder also finishes the blades, but generally this is done by others after the blades have been fixed in the hafts by cutlers.

The cutler is given the necessary parts—blades, spring, scales, and covering—and works these into the knife. Springs are filed out of sheet steel, except in the case of pruners and large jack knives, for which they are often forged by a spring forger, and in another separate trade for the workmen. The spring forger also makes some kinds of scales, viz., those used for large pruning and sporting knives, and various articles other than blades that are put into knives. Generally, the scales are made by scale makers, another subsidiary trade, and the covering of stag, ivory, pearl, horn, bone, or wood of various kinds comes from the cutters of these several materials. The cutler works to template, or as he calls it, fitting things. This is the most complex and ingenious of the three branches in the trade. He has to bore and file each spring to his measure, harden, temper, and finish the same, bore tangs of blades, and fit to measure and finish the edges; fit to measure plate and bore the scale pit on the covering after the necessary preparation, nail the several parts together, and get up the haft. This is done by different degrees of filing and grinding on glazers (wooden wheels bound with leather and dressed with glue and emery of various grades).

### Putting on the Handles

Stag is finished on brushes, the smooth covering on buffs or dollies. The buffs are wheels similar to glazers, with soft leather, dressed with oil and rottenstone, and the dollies are made with layers of cotton cloth between side plates, and dressed as buffs. The cutler having made up the various parts into knives, the blades being unfinished, have to go back to the grinder or finisher to be either glazed or polished as required. For this handles are wrapped up in paper, or anything else that will keep them clean, and the blades left open, not more than one at each end. The pocket blades are whittened, i.e., reground on a harder stone than used for grinding, then glazed, first on a rough and then on a finer glazer, and buffed to give a brighter finish; if required polished, they go from the finer glazer to a small wooden wheel bound with leather, and dressed with crocus, and which runs much slower than the grindstone or glazers. With pen blades of any quality the sides are lapped instead of glazed, i.e., the wheel on which this is done is bound with lead (run on in a mould) instead of leather; by this means a truer and better cutting edge is secured.

The cheaper qualities of pen blades are finished on the glazers, either leather-bound or made of wood, without any covering, but blades so finished are inferior to those that are lapped. If polished, the pen blades go from the lap to the polish, as in the case of pocket blades. After finished, the blades are wiped and greased, the joints cleaned, and the knives then go to the whetter, who rubs the edge on a hone (oil stone) to remove the rough edge left by finishing.



# Effect of the War on Canadian Hardware Industries

*Factories increase output—Wide range of industries affected—Orders by Canadian British, French and Russian Governments valued at \$70,000,000—Many industries kept employed for months on present orders—Products of the home factories are replacing the German and other imported articles*

By W. L. EDMONDS

**B**EING now about ten months since hostilities broke out, Canada is able to form some estimate of the effect of the war upon her trade and commerce.

The immediate effect of the war was demoralization. The business men did not know what might happen. Neither did the bankers. If there wasn't a panic, we were so dangerously near one that a very little thing might have precipitated it. Credit, like Noah's dove, was without resting place.

But the months that have since passed have slowly but surely wrought a change. We no longer fear that "the worst is yet to come." We feel that the worst has passed.

## Effect of the War on Iron and Steel Industry

While the war during its early stage added to the dullness which already existed in the iron and steel industry, yet it was not without its compensating influence. The greatest compensation was probably in the large orders for shrapnel shells. Of course, all money involved will not come to the steel companies, but, as all the shells must first pass through their hands, a goodly portion of it certainly will. Besides what may be termed the direct war orders which have come to the iron and steel firms of Canada, there is also the indirect war business to be taken into account. Since the war broke out some good shipments of wire nails, barb wire, tubes, and billets have been made to Great Britain. Most of this business has naturally gone to the steel plants in Nova Scotia, being located, as they are, on tide water.

The two companies manufacturing steel rails in Canada have received orders from Europe, the United States and Australia. The orders, so far as can be learned, are not for large quantities, but every little helps, particularly when business is at a low ebb. The order from the United States is probably the most interesting on account of its uniqueness.

Since the turn of the year the home trade, following that being experienced by the steel manufacturers in the United States, shows some signs of improvement, with the result that each of the four large companies in Canada have been encouraged to put a furnace in blast, and to increase the output of iron and steel in other departments. Until, however, the railways become freer purchasers of material, one cannot expect the iron and steel industry to be restored to its normal condition. One thing, however, seems certain, the iron and steel industry is better employed than it was a few months ago, while the outlook for the spring indicates a still better condition of affairs.

## Drop Forge Plier Industry Started

The manufacture of drop forge pliers is a new industry recently started in Canada as a direct result of the war. Hitherto 85 to 90 per cent. of the pliers imported by Canada came from Germany. The Canadian firm who has begun their manufacture in this

country was induced to do so by one of the large department stores. The manufacturer who has taken up this line estimates that the business will average ten to twelve thousand dozen a month before a great while.

## Electric Heaters and Steel Tapes

An order for three hundred electric heaters was recently placed by the Militia Department. The heaters are for use in the trenches.

Manufacturers of steel tapes in Canada are receiving orders from dealers in surgical supplies for lines which they formerly imported.

## Toy Manufacturing.

An industry which has received some stimulus in Canada as the result of the war is that of toy manufacturing. So far the industry has not assumed important proportions, but its possibilities are large. Our imports of toys last year were valued at \$1,039,000, of which \$581,000 came from Germany. In the United States nearly 29,000,000 feet of lumber is used by the toy manufacturing industry.

## Brushes and Brooms for the Canadian Troops

Manufacturers of brushes and brooms have received some nice business from the Canadian Militia Department. Up to September trade was a declining one, but the war orders, which began to come in about that time, have kept the factories well employed. These orders have offset the loss of trade in the West, and have allowed the factories to keep their regular staffs employed. Trade conditions in Ontario and the Eastern Provinces are fairly satisfactory. We hear of no orders being received by manufacturers of brushes and brooms for foreign governments.

## Saddlery Hardware Orders

Manufacturers of saddlery hardware have been kept busy during the last seven or eight months on orders for manufacturers of leather equipment who are turning out goods for the war departments of various countries. While this business has not kept their factories running up to their normal capacity, it has kept them much better employed than would have otherwise been the case. The war has, therefore, been of benefit to the manufacturers of saddlery hardware.

Some of the manufacturers in this line have also been developing business along export lines, which has enabled them to keep certain departments busy which otherwise would have been inactive.

## Making Lead for Bullets

Some at least of the lead manufacturers of Canada have obtained large orders for bullets from the war departments. As a result of this demand for lead, some of the holders of unoperated mines have been able to dispose of them at good figures.

It is estimated that the quantity of lead that will be used in turning out these bullets will be about fifteen million pounds.



## Some of the Hardware Trade War Orders

National Steel Car Co. have orders aggregating \$1,500,000 from the British and French Governments.

C. P. R. are making brass shell cases, valued at \$200,000, at their Angus shops. The Canadian Car & Foundry Co. have received a similar offer.

Canada Tool & Specialty Co., New Glasgow, are working on Ross rifle sights.

Some of the companies employed in the manufacture of shells are as follows: Canadian Allis-Chalmers, Ltd., Toronto; Goldie & McCulloch Co., Galt; Jenckes Machine Co., Sherbrooke; John Bertram & Sons Co., Dundas; The Chapman Double Ball Bearing Co., Toronto; the Canadian Locomotive Co., the Nova Scotia Steel Co., the Canada Forge Co., the Canadian Billings and Spencer, Canadian Car & Foundry Co., Northern Electric Co., Thos. Davidson Co., American Can Co., Canadian Ingersoll-Rand Co., Mueller Mfg. Co., Renfrew Machinery Co., Otis-Fensom Co., Chadwick Brass Co., Canadian General Electric Co., and Electric Steel & Metal Company.

Jones Shovel Co., Gananoque, and the Canadian Shovel Co., Hamilton, have orders from the Imperial Government.

Three hundred electric heaters have been shipped to the war zone by a Toronto company for use in the trenches.

The Ford Motor Company of Canada have received orders for about 40 cars for the Department of Militia.

L. McBrine Company, Berlin, Ont., have an order from the Russian Government for 1,300 saddles and equipment.

J. J. Turner & Sons, Peterborough, have been busy making tents, haversacks, kit bags, etc.

McKinnon Dash Company, St. Catharines, have been getting a fair quantity of business for saddlery hardware, which they would not have obtained but for the war.

The Nova Scotia Steel & Coal Company have large orders for the manufacture of shells, and have started an additional furnace at Sydney Mines.

Tallman Brass & Metal Company, Hamilton, have an order for 1,000,000 buckles.

The Buffalo Forge Co., Berlin, Ont., have an order from the Russian Government for 5,000 shells.

H. Horton & Sons, St. John, N.B., are working on 600 saddles and equipment for the Russian Government.

The Dominion Iron & Steel Co. have sent six shiploads of iron and steel and products thereof to Great Britain since the outbreak of the war and are erecting a structural mill for the manufacture of small material.

The Tudhope-Anderson Co., Orillia, are manufacturing motor truck bodies for the Militia Department.

Canadian Fairbanks-Morse Co., Toronto, have an order for shells.

Consolidated Optical Co., Toronto, have orders from both the Canadian and British Governments for heliographs, levels, range finders, artillery sights, etc.

The Ross Rifle Co., Quebec, have enlarged their plant in order to accommodate the increased business due to the war.

Page Hersey Iron, Tube and Lead Company, Limited, Toronto, have received benefit in their export department by reason of the closing of the German and Belgian tube mills.

Boeckh Bros. Company, Limited, manufacturers of brushes and brooms, Toronto, partly due to war contracts, are keeping their factories running at their average capacity.

The Polson Iron Works, Limited, Toronto, have orders for shells, but, without these, they had business on hand to keep their plant going till July.

The Welland Vale Manufacturing Company, Limited, manufacturers of axes, edge tools, saws, and hand farming implements, St. Catharines, obtained business from the war departments and on the home market some orders which they would not have obtained but for the war.

Hamilton Gear & Machine Co., Toronto, have an order for shrapnel shells.

James Pender & Co., Limited, St. John, N. B., had a hundred-ton order for nails to be shipped to Great Britain during January.

Fittings, Limited, Oshawa, is working on orders for shrapnel shells.

The Dominion Stamping Company, Ltd., Walkerville, had, up to the beginning of the year, received orders for saddlery hardware from the war departments of Canada, England, and France, to the value of \$65,000. Owing to the German-made article having been shut out of the Canadian market, the company have gone into the manufacturing of drop forge pliers, and have already obtained some substantial orders.

Northern Aluminum Company, Toronto, are manufacturing water bottles for Canadian troops going to the front. This order necessitated their putting in three additional power presses.

James Robertson Co., Limited, are making large quantities of bullets.

Peterborough Lock Company, Limited, are making plated goods for saddlery equipment.

The Steel Company of Canada, Ltd., have an order for steel products, as a result of Mr. Hobson's visit to Great Britain.

The Western Dry Dock and Shipbuilding Co., Port Arthur, are making shells.

The Port Arthur Wagon Works are making transport wagons.

Canada Metal Co., Toronto, have an order for bullets which will employ 25 to 30 men for two or three months.

The Hamilton Brass Manufacturing Co. are working on parts for 50,000 shells, and expect to have their plant running full time for the next four months.

M. Beatty & Sons, Welland, have orders for shells for the British army.

The Canadian Locomotive Works, Kingston, are working on shell orders.

Russell Motor Car Co., Toronto, has made armored cars for the army and is now turning out shrapnel shells.

Ketchum Co., Limited, Ottawa, are manufacturing bicycles for the army.

The Massey-Harris Co., Limited, are, it is understood, manufacturing wagons, motor tops and sleighs for the British army.

The McLaughlin Motor Car Co., Limited, Oshawa, are manufacturing motor truck bodies for the Department of Militia.

Meakins and Sons, Limited, Hamilton, manufacturers of brushes, brooms and woodenware, have received good orders from the Canadian Government.



## Canadian Trade News

J. F. Vance has sold his tinshop at Waterdown, Ont. Wm. Ashley, hardware dealer, at Bancroft, Ont., is dead.

The Auto Supply Co. is starting in business at Winnipeg.

Thos. Haughton has sold his hardware business at Parkhill, Ont.

Millard Bros., of Melfort, Sask., have opened a branch hardware store at Pathlow.

N. B. Gerry, hardware dealer, at Ft. William, Ont., is adding a stock of groceries.

W. F. Porter, hardware dealer and tinsmith, at Toronto, is succeeded by D. Griffin & Co.

Prosper Moussette and Joseph Chaput have been registered at Montreal as the North Mount Hardware.

Wm. Somerville, who at one time, conducted a hardware store at Ridgetown, Ont., died recently at Chatham.

James White, lumber and hardware merchant, at Carberry, Man., has sold hardware business to B. McCormick, Limited.

The Canadian Wallboard Co., Ltd., Toronto, with a capital of \$50,000, has been incorporated to make and sell pulp wood, fibres, etc.

John Cowan, one of Oshawa's (Ont.) leading citizens, and for 43 years president of the Ontario Malleable Iron Co., died recently.

The Dominion Sheet Metal Co., Ltd., Hamilton, has been incorporated with a capital of \$300,000, to make and deal in sheet metals, etc.

The Imperial Oil Company is fast constructing the great storage tanks and other facilities for handling the oil trade at Prince Rupert.

R. H. Smith, Cobourg, has sold his hardware business to J. A. Lind, who has been conducting a farm implement business near Dunnville, Ont.

The Sarnia Metal Products Company has appointed G. W. Britnell, vice-president of the Toronto Builders' Exchange, as sales manager, with office at 154 Simcoe Street, Toronto.

The Franklin Steel Works, Ltd., Hamilton, with a capital of \$40,000, has been incorporated to make and deal in toe calks. The provisional directors are Wm. Lees, Thos. Hobson, and R. P. McBride.

Daly & Morin, Ltd., Lachine, Que., have been incorporated, with a capital of \$500,000, to make window shades, etc., and deal in hardware. The incorporators are W. J. Daly and Albert Morin, of Westmount, Que.

G. A. White, Trenton, who has been in the hardware business for 46 years, has sold his store and stock to W. House, his chief clerk. From reports of travelers who know Mr. House in Lindsay, St. Catharines and Almonte he has a bright future before him.

The Meriden Britannia Co., Ltd., of Meriden, Conn., has received Dominion incorporation, with a capital of \$400,000, to take over the Meriden Britannia Co., Ltd., of Hamilton, Ont., and continue the manufacture of that concern's products. The incorporators are G. H. Wilcox and G. M. Curtis, Meriden, Conn.; W. K. George, Toronto, and J. W. Millard, Hamilton.

Ripley, Peek & Co., who were formerly in business on Pitt Street, Windsor, Ont., have opened up a new hardware store at the corner of Ouellette and London Streets. The premises have been extensively remod-

eled. They have another store on Wyandotte Street. Their business has increased so rapidly that they found it necessary to secure more spacious quarters on the leading business street of the city.

## BUSINESS CHANGES

### British Columbia

Vancouver—S. H. Warnock, of Anderson & Warnock, has opened Vancouver Hardware Co.

Vernon—Wilcox & Hall, hardware dealers, of Kamloops, purchased Blover Rice Hardware Co.'s stock and business.

### Saskatchewan

Welwyn—J. Van Male, opening hardware store.

Ravensrag—East End Hardware Co. has opened a branch store.

Forget—Chisholm & Wheeler, hardware, succeeded by McCartney & Davies.

Wilcox—Tanton & Midmore, Limited, hardware and implements, incorporated.

### Manitoba

Hartney—A. E. Fry, grocer, added hardware.

Winnipeg—J. Muscovitch, hardware and furniture, discontinued.

Kildonan West—J. DeWilde, hardware, succeeded by Tully & Davey.

Gladstone—W. H. Squair & Son, hardware, sold to MacNair & Anderson.

Stonewall—W. Montgomery, hardware, succeeded by E. Williams & Son.

### Ontario

Toronto—W. F. Porter, Toronto, is discontinuing his hardware business.

Grimsby—E. S. Johnson & Bro. have sold their hardware and grocery business.

Lansdowne—W. P. Moore & Son, hardware, succeeded by Edmond Latimer.

Ft. William—Superior Heating and Plumbing Co., dissolved, J. J. Culliton continues.

### Quebec

Montreal—North Mount Hardware has been registered.

Waterloo—D. M. Poirier & Co., tinsmiths and plumbers, have been registered.

### Nova Scotia

Glace Bay—McKenzie & Co., hardware and plumbing, registered.

## DEATH OF HEAD OF DISSTON FIRM

The death occurred on April 5 of William Disston, president Henry Disston & Sons, of Philadelphia and Toronto. Interment took place on April 8, at Laurel Hill Cemetery, Philadelphia, Pa.

### A GOOD TIME TO BUILD

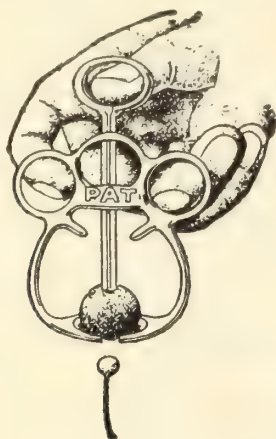
The present is an excellent time for merchants to build or make alterations to present premises. Labor is available at favorable wages and building materials are lower in price than for several years. If you have any work of this nature to be done, now is the time to do it. You will not only get it done cheaper than at ordinary times, but you will be helping in the good work of solving the unemployed problem.



## New Goods on the Market

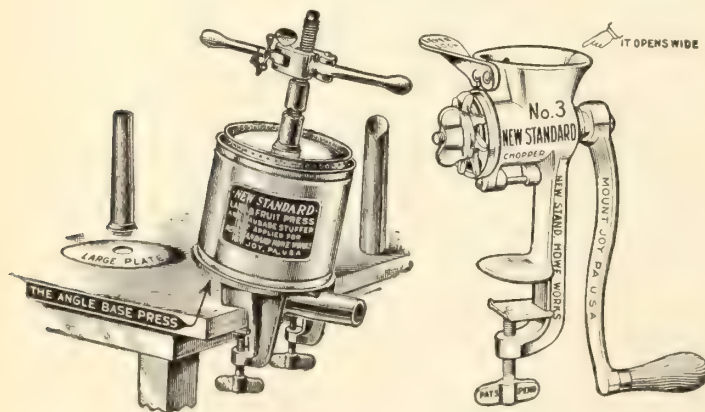
When writing to manufacturers kindly mention  
the Canadian Hardware Journal

**E. T. Wright Co., Ltd., Hamilton, Ont.,** have this season brought out their new "Perfection" cherry stoner. It is a patented "made-in-Canada" article, which sells at a low price. In size it is  $3\frac{1}{2}$  ins. long by  $2\frac{1}{4}$  ins. wide. It is a rapid little device for stoning cherries perfectly. It does them at the rate of 60 per minute. It never misses, and the stoned cherry is not mutilated



or crushed, but is left in a "whole" state—just right for preserving. Hotels, restaurants, ice cream parlors should find the "Perfection" an indispensable aid in preparing cherries "tastily" for guests, and dealers, by giving demonstrations in their stores, should induce sales.

**The New Standard Hardware Works, Inc., Mount Joy, Pa.,** have in their "New Standard" angle base fruit and lard press and sausage stuffer a convenient press for household use. It is made in two and four-quart sizes, and is something radically new and original in the hardware field. The features of this press are the angle base, which allows for quick drainage; the table clamps for security, split pressure bar, bottom for perforated cup, extra long drain spout, simplicity in its few parts, and all these parts easily accessible,



simple stuffing attachment, and sanitarieness. The press, being double tinned, is thoroughly rust proof.

Another new article is the "New Standard" split hopper meat and food chopper. This chopper is strictly sanitary, and has all the advantages of a solid body

chopper. Being smaller and simpler in construction, it is more easily cleaned. This chopper for household use is made in five sizes and is an efficient cutting machine.

**Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.,** have just this month brought out a new automatic pistol—a target pistol in calibre .22, for the expert, sportsman, camper, trapper, and for home practice. The company says it is the only automatic pistol made to handle the standard calibre .22 long rifle cartridges, and should prove popular with those desiring a high-grade pistol adapted for economical and easily-obtained ammunition. With its adjustable target sights, long barrel, light trigger pull and splendid balance, it possesses all the advantages of a single-shot target pistol, with the additional features of automatic action, obviating the necessity and inconvenience of reloading for each shot, and, furthermore, permitting unlimited practice in that present popular branch of shooting—rapid-fire and snap-shooting. The pistol is equipped, among other features, with a safety lock which, when the arm is cocked, may be pushed upward, thus positively locking hammer and slide. This safety lock is located within easy reach of the thumb of the hand holding the pistol and may be instantly pressed down when raising the pistol to the firing position. It also acts as an indicator showing whether or not the pistol is cocked.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

**Simonds Mfg. Co., Fitchburg, Mass.,** is now getting out a monthly "bulletin of fact and fancy about saws," entitled "Si-Monds Saw News," the first number being dated April. It is a small 6 x 9 card, with perforation for hanging up, telling something about saws. "How we sell Simonds saws," "The dealer's best advertisement," "Clung to his Simonds," "A little chat with the editor," "Snake jaw suggests the first saw," and a short description of a new hack saw blade display card, are among the articles in this first number.

## BINDER TWINE MADE IN CANADA

**J. C. Waddell, inspector of binder twine and cordage bounty claims,** in his report for 1914 states that very few, if any, changes occurred in the binder twine market during the past season. The year was a good one both for the consumer and manufacturer. The consumer of binder twine receives a good article of twine—full length, free from knots, required strength, and uniform size, doing good work on all kinds of machines. A farmer receiving a twine of this class has no cause for delays or annoyances, and much satisfaction is derived when twine is up to this standard.

The manufacturers have been operating their factories to full capacity, and for some time past have been opening up a good foreign trade for twine as well as taking care of the home market. The firms manufacturing binder twine are the same as in 1913—as follows: Consumers' Cordage Company, Montreal and Halifax; Plymouth Cordage Company, Welland, Ont.; Brantford Cordage Company, Brantford, Ont. The output for the season was 11,775 tons.



# Sunbeam Mazda Lamps

Let  
**Canadian Lamps**  
Make  
**Canadian Current**  
Into  
**Canadian Light**  
For  
**Canadian People**

**I**N these times of war we can each do our share to help the financial affairs of the Dominion by buying only "Made-in-Canada" goods.

Sunbeam Mazda Lamps, in addition to being a "Made-in-Canada" article, are superior to any imported lamp, being more rugged in construction and giving a better light.

Send us a trial order and let it be proved that "Sunbeam" Mazda lamps are all we claim for them.

## Canadian General Electric Company

Limited

*Manufacturers of Electrical Apparatus and Supplies  
for Railway, Light and Power Purposes*

Head Office: Toronto. District Sales Offices: Montreal, Halifax, Ottawa, Cobalt, Porcupine, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Nelson, Vancouver, Victoria, Prince Rupert.



### BEATTY BROS.' TRADE CONVENTION

Beatty Bros., Fergus, Ont., with branch offices at London and Winnipeg, recently held their first annual sales convention at the head office. Thirty of the traveling staff were present. The convention was held largely for the discussing of more intensive sales methods.

The firm was founded in 1873 by George and Matthew Beatty, and made a line of ploughs, mowers and reapers. In 1886 Matthew Beatty died, and George Beatty continued the business alone until 1901, when his sons Will and Milton joined him. They were making hay carrier goods at that time, and, recognizing the immense field for barn equipment, commenced to specialize on it. As the business grew the plough and reaper business was disposed of.

In 1912 they bought out the Wortman & Ward Co., of London, and have ever since been making the Wortman & Ward pumps, churns, washers, and grain grinders. These lines have brought Beatty Bros. very closely in touch with the hardware trade. Hitherto they had been known to hardware merchants only for their hay tool goods and ladders, as the steel stalls and manure carriers were handled mostly by implement men. Since 1912 the W. & W. lines have been rapidly developed both in quality and volume of sales, and their trade mark and motto on Beatty Bros.' goods—"BT stands for Best"—stands for a fundamental principle of their business policy.

### CANADIAN BEAUTY FORTNIGHT

The Renfrew Electric Mfg. Co., Renfrew, Ont., promoted among the retail hardware dealers of the country a "Canadian Beauty Fortnight," from April 26 to May 8, for the purpose of pushing their line of electric heating appliances. It was a success, throughout Ontario at least. In all the better grades of hardware stores, large and small, where electrical goods are handled, special efforts were made to induce sales through window display and local advertising. The makers themselves took space in 25 of the leading Canadian magazines and papers to announce the "Canadian Beauty Fortnight," and to connect up the readers with their local hardware dealers. To induce the trade to make an effort to increase sales during the fortnight special discounts were offered. The makers felt that a large demand existed for electric heating appliances, and they believed that sales could be made if the public was shown where and what to buy.

Dealers who made the effort say the sales so far have been well worth while.

### NEW WOODENWARE CATALOGUE

The Stratford Mfg. Co., Ltd., Stratford, Ont., have just published a new catalogue, No. 5, covering their entire "Made in Canada" line. First place is given their latest addition—kitchen cabinets—five of these items being specially illustrated and described. These cabinets have a number of special features, but in all of them roominess and sanitariness have been the two features most emphasized.

Besides the kitchen cabinets the catalogue describes and illustrates, some of them in color: Kitchen tables, ironing boards, clothes driers, bake boards, gliding settees, lawn swings, step ladder chairs, garden and park seats, folding and lawn chairs, assembly seats, folding tables, camp stools and cots, step, extension and

single ladders, scaffolds, ladder brackets, trestles, and sectional ladders.

Owing to tariff changes the company have found it necessary to make a few advances in prices of some lines such as lawn swings, folding chairs, etc. The catalogue has been mailed to the trade, but if any dealer has been overlooked, or if anyone would like another catalogue, a postcard will send one on its way. The cover has been printed in red, white, and blue, and the catalogue is encased in a very striking and attractive mailing envelope.

### KIR-BEN REGISTER LINE

Kir-Ben, Ltd., Almonte, Ont., are putting out a complete line of hot-air furnace registers, in addition to their Kir-Ben furnaces and ranges. The line includes baseboard registers, floor registers, and borders, face and ventilating plates, base plates, round face plates, etc., in a full line of sizes. The baseboard registers come in one and two pieces, and with and without lugs. These registers are handsome in appearance and are designed to harmonize with any style of architecture or furnishing. All the parts are smooth surfaced to prevent dust lodging on any part of them. They are equipped with the Kir-Ben valve mechanism, which permits of adjustment of the valve at any desired opening. The registers are easy to instal. They come in any finish desired, the standard finishes being black and white Japan, copper oxidized, and nickel.

### CANADIAN HARDWARE TRADE NOTES

The Auto-Strop Safety Razor Co., Ltd., has been registered at Montreal.

J. Good, vice-president of The Regina Plumbing & Heating Co., Ltd., is dead.

The Rathbun Match Co., Ltd., Deseronto, Ont., has been incorporated with a capital of \$125,000 to conduct a match factory.

Caverhill, Learmont & Co., Montreal, have dissolved, and George Caverhill and Mrs. Jas. B. Learmont have been registered to conduct the business.

The Sarnia Metal Products Co., Ltd., Sarnia, Ont., has been incorporated by Lloyd Lott, A. M. Lott and John Garroch to make and sell metal shingles, siding, roofing, etc. The capital is set at \$100,000.

### 200 CANADIAN FACTORIES WORKING ON SHELLS.

A return presented to the Dominion House of Commons said over 200 factories from Cape Breton to Winnipeg are engaged in the manufacture of shells. The steel which is being used is all Canadian, and is being supplied by the Nova Scotia Steel Company, of New Glasgow; Dominion Iron & Steel Company, Sydney; Steel Company of Canada, Hamilton; Algoma Steel Company, of Sault Ste. Marie; the Electric Steel Company, of Welland, and the Canadian Foundries, in Montreal.

It is a noteworthy fact that the copper driving band is the only component part not made in Canada as yet. Already the contracts for shells will amount to \$80,000,000.

### CANADIAN CAR AND FOUNDRY SHELL ORDER

Details of the Russian shell order of \$83,000,000, secured by the Canadian Car & Foundry Co., show that it calls for the delivery of 5,000,000 shrapnel and howitzer shells at an average cost of \$17.85. Contracts have been let to U. S. firms to the extent of \$21,724,400, and there are orders pending to the extent of \$30,104,330. The remainder of the contract will be filled directly by the Canadian Car & Foundry Co., at their Montreal and Amherst plants.



## Install a **Wayne** Street Pump

It will attract Trade to  
**Your Store**

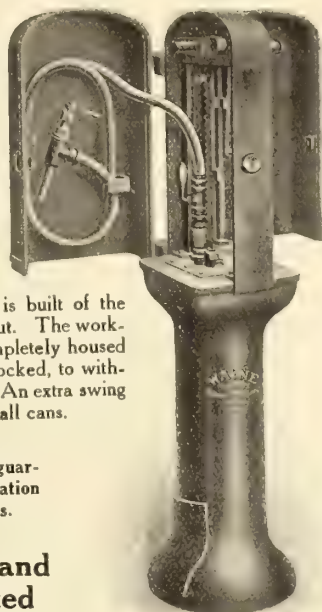
The Automobile Tourists passing through your town will stop at your store to load up with gasoline if you install a Wayne Street Pump.

This Wayne Street Pump is built of the best grade of material throughout. The working parts of the pump are completely housed by heavy cast doors, securely locked, to withstand outdoor wear and tear. An extra swing nozzle is supplied for filling small cans.

Wayne Storage Tanks are guaranteed to be leak and evaporation proof. Write for particulars.

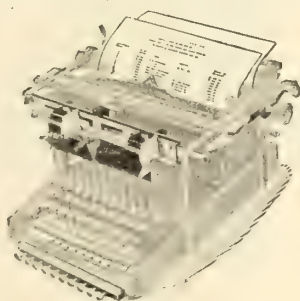
**Wayne Oil Tank and Pump Co., Limited**

Woodstock - Ontario



## Cuts *Half* the Labor Cuts *All* the Leaks

The way to cut out your accounting worries is to use the



## Remington

Adding and Subtracting Typewriter

(Wahl Adding Mechanism)

This machine *cuts half the labor* by combining two operations—writing and adding—in one. *It cuts all the leaks* by cutting all the errors. The machine itself is error proof, and it spots any errors made by others. As a mechanical check it is perfect.

Either one of these things makes the Remington Adding and Subtracting Typewriter worth many times its cost to you. And remember that the range of this machine covers billing work, statement work—any kind of work where writing and adding are done on the same page. A demonstration, *on your work*, will be given on your request—no obligation involved.

Send for our Illustrated Booklet

**Remington Typewriter Company, Limited**

144 Bay Street, Toronto, Ontario  
7 Notre Dame St. West, Montreal, Que.

A LEADER

THAT LEADS

# JAS - PER - ITE

"REGISTERED"

## The Present-Future Varnishes

Sold only in sealed lithographed cans.  
Quality and durability guaranteed.

### A CABINET ASSORTMENT

contains the following :

Exterior Finishing	Floor Finish	Pale Hard Oil Finish
2-1 Gals.	2-1 Gals.	2-1 Gals.
2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "
4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "
8-Pints	8-Pints	8-Pints
8- $\frac{1}{2}$ Pints	(No $\frac{1}{2}$ -Pints)	8- $\frac{1}{2}$ Pints
5 $\frac{1}{2}$ Gals.	5 Gals.	5 $\frac{1}{2}$ Gals.

TOTAL—16 GALLONS

*A LARGE, HANDSOME  
DISPLAY CABINET FREE  
WITH FIRST ORDER*

Manufactured and guaranteed  
only by

**The Ottawa Paint Works  
and  
Ottawa Varnish Co., Limited**

OTTAWA  
TORONTO VANCOUVER  
CANADA

*Toronto Branch : 153 Duchess St.*



## Market Situation

**Hardware Markets.** The optimistic feeling in trade is strengthening, and, considering the present prevailing martial conditions, there is an actual betterment of business over the beginning of the year. Some lines have dropped off temporarily, notably building material, but a decided increase of spring lines is manifest. Trade in country parts generally is about as good as a year ago, and in some sections is quite brisk. The larger centres, however, show only slight improvement.

The outstanding features of the month, as reflected on trade, were the opening of navigation in the St. Lawrence and on the Great Lakes, releasing quite a lot of freight for distribution throughout the Maritime and the West. The unusual ten days' spell of warm weather provoked not a little of the splendid trading reported from some country points; and the spring cleaning movement, too, is becoming such a factor that increased sales of housecleaning lines and kitchen goods, together with paints, have come about quite naturally. Another thing, there is still a notable fairness of conditions in regard to collections.

Some of the articles showing increased quotations during April are halters, oakum, butts, binder twine, owing to difficulty in obtaining supplies of sisal and manilla. Galvanized wire prices are withdrawn, owing to scarcity of spelter and the higher quotations on that metal, though in the United States the market is not overly strong on the higher quotations. Canadian dealers seem to have ordered pretty freely wire nails when they were quoted at the \$2 base price, so no unusual dismay is expressed about galvanized prices being withdrawn.

The outlook in the West is bright. Seeding has begun and the land is in good condition. The high prices of all foodstuffs should, under favorable weather conditions, put large sums of money in the hands of the farmers next fall.

Manufacturers in the East, as many as can handle orders, are busy night and day on shrapnel orders. This applies to all iron and steel industries. Not only is Britain placing these orders, but France and Russia are also asking for these ammunition supplies. Leather concerns are also busy on French and British orders for saddles and artillery harness.

Retail failures are still ahead of a year ago. The building trades have entered on a period of inactivity, even large builders who were fairly busy during the winter report a slacking up. The jobbing houses report business as broadening, though orders are below those of a year ago.

\* \* \*

**Metal Markets.** The situation is uncertain in the metal field. The war conditions have affected supplies in various ways, but in general so that prices stiffened.

Canada plates and lead sheets at the commencement of April advanced, as did most manufactured articles made from these products. Bright sheets followed the next week, and zinc also went up in some sections.

The spelter situation has been unsettled, but is now better understood. The demand for munitions of war, in which spelter is used, is increasing, and this has primarily caused prices to increase to to-day's record figures. Stocks are low and futures are contracted for

six months ahead. Galvanized hardware lines, as a consequence, may go to still higher figures.

Tin has been fluctuating. During the early part of April it stiffened somewhat, but by the 20th prices broke and quotations fell away nearly 5 cents a pound. Antimony has been firming up, and lead holds stationary and firm. Outside the demand for war munitions the iron market continues dull and inactive in Canada.

In the U. S. some progress has been made in both iron and steel, but general orders have not been big enough to warrant advanced prices. It is felt over there that the bottom has been reached and that when the turn comes the movement will be upward.

Tin plate prices have advanced in both England and the United States, owing to the uncertainty of supplies, and in England to the increased cost of coal.

Copper is advancing rapidly.

\* \* \*

**Paint Markets.** Passing business is fair. Deliveries, though not reckoned as close as a year ago, have been passable.

Paris green and shellac quotations advanced at the beginning of the month, the former about two cents a pound over prices offered at the commencement of the year. Shellac prices went some 15 cents higher.

New prices were also quoted on arsenate of lead and dry red lead, all of them showing advances. Turpentine showed a couple of increases during the month, and these facts combined to make ready-mixed lines go up some 10 cents a gallon about the middle of April. Ready-mixed lines include floor and porch paints, and enamels and flat oil paints. Barn paints increased only five cents a gallon, but the high new quotations on red lead made stiff increases on all red paints. Bright reds (ready mixed) increased 25 cents a gallon; flat reds, 50 cents a gallon; carriage and wagon reds, from 25 to 33 1-3 per cent. Greens went up a cent a pound and other colors two cents a pound. Prussian and Chinese blues are withdrawn, as also are Japan colors.

Linseed oil is fluctuating a little, and because of small demand some shading has been indulged in.

### IRON TRADE ACROSS THE BORDER

The Iron Trade Review in its latest issue says: Favorable developments continue to dominate the United States iron trade, although there are some weak spots. There is a growing conviction that much greater activity will soon prevail, but both buyers and sellers are cautious about making contracts involving deliveries at distant dates. Pig iron buying shows very gratifying increase in volume. Orders aggregating about 100,000 tons have been placed very quietly in New York. Buying of Lake Superior ores during the past week has been confined to a large extent to companies affiliated with the leading ore producers. Blast furnace operators not so connected are showing a disposition to proceed slowly. This attitude was expected by the sellers.

Weakness in plates prevails at Chicago and Pittsburgh, but in eastern territory mills are busy and prices are being well maintained. Liberal buying of machine tools, largely by companies which have taken orders for shrapnel, continued last week. A contract for a million rifles is pending and several companies which are figuring on the business have sent out inquiries for rifle-making machinery. Buying of machine tools for domestic use is increasing in the Chicago district.



## PREVAILING MARKET PRICES

## Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS		Scrap Metal, Dealers' Prices—	Buying
Aluminum, ingots .....	0 23	Heavy Copper and Wire, lb. ....	0 12 1/2
Antimony, per lb. ....	0 34	Light copper bottoms. ....	0 10
Brass rods, 1/2 to 1 inch. ....	0 24	Heavy red brass .....	0 09
Sheets, up to 20 gauge. ....	0 33	Heavy yellow brass .....	0 08 1/2
Tubing, 1 inch base. ....	0 26	Light brass .....	0 07
Copper, ingots, casting. ....	0 20	Heavy lead .....	0 04
Sheets, plain, 14 oz. ....	0 29 1/2	Tea lead .....	0 03 1/2
base .....	0 29 1/2	Scrap zinc .....	0 05
Sheets, tinned, 14 oz. ....	0 30 1/2	No. 1 wrought iron. ....	6 00
base .....	0 30 1/2	Machinery cast scrap	
Sheets, planished, 14 oz. ....	0 37 1/2	No. 1 .....	10 00
base .....	0 37 1/2	Stove plate .....	9 00
Sheets, braziers. ....	0 29 1/2	Malleable .....	9 00
Bars, round 1/2 to 2 in. ....	0 27 1/2	Miscellaneous steel .....	6 00
Black Sheets, 28 gauge base, Toronto .....	2 90	Iron Pipe, per 100 feet—	
Montreal .....	2 90	Black base, 1 inch .....	4 42
Canada Plates—		Galvanized base, 1 inch .....	6 63
Ordinary, 52 sheets, Toronto .....	3 25	Iron Pipe Fittings—	
All bright, 52 sheets. ....	4 50	Canadian malleable, 40; cast iron, 65; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 77 1/2; malleable lipped unions, 65; plugs, 60 and 10.	
Galvanized Apollo Ordinary			
18x24x52 .....	5 25		
60 .....	5 50		
20x28x80 .....	9 70		
20x28x80 .....	10 20		
Galvanized Sheets (Corrugated)			
10 p.c. off. ....			
22 gauge, per square. ....	6 75		
24 gauge, per square. ....	5 50		
26 gauge, per square. ....	4 25		
28 gauge, per square. ....	4 00		
Galvanized Sheets, Fleur de Lis Head, Toronto .....	4 50		
16-20 gauge .. 3 65	3 90		
22-24 gauge .. 3 75	4 10		
26 gauge .. 4 10	4 35		
28 gauge .. 4 30	4 60		
Apollo brand .. Toronto			
24 gauge, American .. 3 70			
26 gauge, American .. 3 80			
28 gauge (26 English) .. 4 30			
10 1/2 oz., equal to 28 Eng. ....	4 50		
Bar Iron, per 100 lb. ....	2 00		
Forged iron .....	2 35		
Refined horseshoe iron. ....	2 40		
Sleigh shoe and mild steel .....	2 25		
Iron finished steel .....	2 50		
Tire steel .....	2 20		
High speed steel .....	0 65		
Lead, Canadian pig .....	5 75		
Bar pig .....	6 00		
Sheets, base, 2 1/2 lbs. sq. ....	7 50		
Pipe and waste .....	9 00		
Traps and bends .....	40 p.c.		
Solder, half and half, lb. ....	0 33		
Spelter, foreign, per 100 lb. ....	14 00		
Sheet zinc .....	15 00		
Tin, ingots, 100 lbs. ....	50 00		
Tin Plates, charcoal—			
M. L. S. Famous (equal Bradley) Per box			
I C. 14x20 base .....	7 00		
I X. 14x20 base .....	8 00		
I X X. 14x20 base .....	9 25		
"Dominion Crown Best"—Retinned. ....			
I C. 14x20 base .....	7 00		
I X. 14x20 base .....	8 25		
I X X. 14x20 base .....	9 50		
"Allaway's Best"—Standard Quality. ....			
I C. 14x20 base .....	5 00		
I X. 14x20 base .....	6 00		
I X X. 14x20 base .....	7 00		
Bright Cokes, Bessemer Steel. ....			
I C. 14x20 base .....	4 75		
Terra Plates			
I C. 20x28, 112 sheets .....	9 00		
I X Terra Tin .....	9 40		
Tinned Iron. ....			
72x30 up to 24 gauge, case lots .....	9 25		
72x30 up to 26 gauge, case lots .....	9 75		

Varnishes, per gal. cans—	
Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Fine steel elastic gearing. ....	3 00
Elastic oak .....	1 50
Furniture, polishing .....	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 35
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac varnish, in barrels .....	2 00
Pure orange shellac varnish, in barrels .....	1 90

White Lead—	
Canadian pure, ton lots .....	8 95 10 50
Canadian pure, less than tons .....	9 00 10 80

Zinc—	
Extra Red Seal, V.M. (dry) 100 lb. kegs. ....	0 15
Pure, in 25-lb. irons (in oil) .....	0 14 1/2

Window Glass—	
United Inches	Star D.D.
Under 26 .....	6 50 8 60
26 to 40 .....	7 00 10 00
41 to 50 .....	7 40 11 70
51 to 60 .....	8 00 12 00
61 to 70 .....	8 75 12 75
71 to 80 .....	9 50 13 85
81 to 85 .....	10 50 17 50
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c.	

Miscellaneous—	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb. kegs. ....	0 10
Pine tar, 1/2 pt. tins, doz. ....	0 60
Plaster of Paris, bbl. ....	2 25
Paris white, bbls. ....	1 10
Whiting, gilders, bolted .....	1 00
Whiting, plain .....	0 90

HEAVY HARDWARE	
Anvils, Taylor-Forbes .....	0 05 1/2
Chain—Proof coil, per 100 lb.: 1/2 in., \$8.00; 5-16 in., \$5.35; 3/4 in., \$4.60; 7-16 in., \$4.30; 1 in., \$4.05; 9-16 in., \$4.05; 1 1/8 in., \$3.90; 1 1/4 in., \$3.85; 1 1/2 in., \$3.65; 1 3/4 in., \$3.45.	
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.	
Forges—	
Blacksmith's portable, 135 lbs. ....	9 85
Horse Nails—	
\$3.00 per box base No. 9 and larger; Sampson No. 10 base, \$2.25.	
Horseshoes — Iron, light and medium No. 1 and smaller, \$4.15; No. 2 and larger, \$3.90; snow pattern, No. 1 and smaller, \$4.40; No. 2 and larger, \$4.15; "X.L." new light steel, No. 1 and smaller, \$4.10; No. 2 and larger, \$3.85; "X.L." feather-weight steel, No. 0 to 4, \$5.75; special countersunk steel, No. 0 to 4, \$6.25 pkg.; toe-weight, all sizes, \$6.75.	
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, \$1.50; No. 2 and larger, \$1.25; "Sharp" No. 1 and smaller, \$1.75; No. 2 and larger, \$1.50 per box, 25-lb. boxes.	
Wire Baling Wire—No. 12 and 13, \$4; No. 13 1/2, \$4.10; No. 14, \$4.25; No. 15, \$4.50, in lengths 6 ft. to 11 ft., 80 per cent., other lengths 20c. per 100 lbs. extra.	
Clothes Line Wire—No. 19, \$2.95 per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No. 12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent. Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, \$2.25, base. In car lots straight or mixed.	
Poultry Netting—45 p.c. off.	
Smooth Steel Wire—Base, \$2.30	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 75
Galvanized, plain twist 2 70	
Fence Staples—Bright, \$2.65; galvanized, \$3.00.	
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, 3/8, \$5; 1 inch, \$16.80.	
Black, 1st grade, 6 strands, 19 wires, 3/8, \$5; inch, \$15.10. Per 100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized .....	3 00
Plain .....	2 65
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. ....	3 55
Saw vise .....	4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.	

GENERAL HARDWARE	
Adzes—Carpenters' per doz. ....	12 50 14 00
Axes—Single bit, per doz. ....	6 75 9 00
Double bit, per doz. ....	10 50 12 50
Bench axes .....	9 00 12 00
Broad axes .....	22 75 25 00
Hunters' axes .....	5 00 6 00
Boys' axes .....	5 75 6 50
Lathing hatchets .....	4 70 10 00
Shingle hatchets .....	1 45 6 75
Claw hatchets .....	1 70 6 00
Barrel hatchets .....	5 50 6 85

Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps, 50, 10 & 2 1/2 per cent.; B.B. caps, 50, 10 and 2 1/2 per cent. Centre Fire Pistol Cartridges, 20 and 2 1/2 per cent.; Centre Fire Sporting and Military Cartridges, 10 per cent.; Primers, 10 and 2 1/2 per cent.; Brass Shot Shells, 45 and 12 1/2 per cent.; Shot Cartridges, discount same as ball cartridges.	
Crown Black Powder, "Sovereign" Bulk Smokeless Powder, "Regal" Dense, Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 30 and 10 per cent.	
Ordinary drop shot, AAA to dust \$7.50 per 100 lbs.; net extras as follows; chilled 40c.; buck and seal 80c.; No. 23 ball \$1.20 per 100 lbs.; bags less than 25 lbs. 1/2 c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.	
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 45; Gilmour's auger, 70; Rockford's auger, 50 and 10; Gilmour's car, 47 1/2; Clark's expansive, 40; Jennings' Gen. auger, net list. Tobin High Speed, 50 and 5; Tobin Never-Choke, 50 and 5.	
Barn Door Hangers—	
Double strap hangers, doz. sets .....	6 50
Standard jointed hangers, doz. sets .....	6 45
Steel, track, 1 x 3-16 in. (100 ft.) .....	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1 list.	
Carriage Bolts, 3/4 and smaller, 65 and 10 per cent.	
Carriage Bolts, 7-16 and up, 52 1/2 per cent.	
Carriage Bolts, Norway Iron (\$3 list), 60 per cent.	
Machine bolts, 3/4 and less, 70 per cent.	
Machine bolts, 7-16 and up, 60 per cent.	
Plough Bolts, 55 and 10 per cent.	
Bolt Ends, 60 per cent.	
Blank Bolts, 57 1/2 per cent.	
Sleigh Shoe Bolts, 3/4 and less, 62 1/2 per cent.	
Sleigh Shoe Bolts, 7-16 and larger, 50 and 12 1/2 per cent.	
Coach Screws, new list, 75 and per cent.	
Nuts, square, all sizes, 4 1/4 c. per lb. off.	



Notes, hexagon, all sizes, 4 3/4 per lb. off.	Hammers—Tack, iron, doz. 0 35	Bag, Russian twine, per lb. 0 27	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.	
Stove rods, per lb., 5 1/2 c. to 6c.	Ladies' claw, handled, doz. 0 60	Wrapping, cotton, 3-ply twine 0 19	Tinners' Shaps—35 per cent.	
Stove bolts, 82 1/2 per cent.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 4-ply twine 0 21 1/2	Tinners' Trimmings—45 per cent. Plain and retinned, 72 and 5.	
Bells—Door bells, push and turn, 45 and 10 per cent.	Adze eye, hickory handle 1 lb., doz. 6 25	Mattress twine, per lb. 0 45	Traps (steel, game)—Nesbrough 40 per cent.	
Cow bells, 65 per cent.	Adze eye, straight claw, 1 lb., doz. 7 00	Staging twine, per lb. 0 35	Hawley & Norton, 57 1/2 per cent.	
Sleigh bells, shaft and hames, pair, 22c. up.	Farriers' hammers, 10 oz., doz. 5 50	Rivets and Burrs—Iron Rivets, black and tinned, 72 1/2.	Victor, 70 per cent.	
Sleigh bells, body straps, each, \$1.15 up.	Tinners' setting, 1/2 lb., doz. 4 50	Iron Burrs, 72 1/2 per cent.	Oneida Jump (Star), 65 p.c.	
Farm bells. No. 1, \$1.65.	Machinists', 1/2 lb., doz. 8 20	Copper Rivets, usual proportion burrs, 35 and 5 per cent.	Wheelbarrows—	
Building Paper, Etc.—	Sledge, Canadian, 5 lbs. and over 0 06	Copper burrs only, 15 per cent.	Navy, steel wheel, dozen 23 50	
Tarred slater's paper, per roll 0 95	Sledge, Masons, 5 lbs. and over 0 06	Rivet Sets—Canadian, 35 to 37 1/2 per cent.	Garden, steel wheel, doz. 36 00	
O.K. paper, No. 1, per roll 0 95	Sledge, Napping, up to 2 lbs. 0 09	Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85	Wrought Iron Washers—Canadian, 45 per cent.	
Plain Fibre, No. 1, per 400 ft. roll 0 50	Harvest Tools, 50 p.c.—	Mrs. Potts, No. 50, plated, per set 0 90	Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.50 per 100 sq. ft.; in 50-ft. rolls, \$1.55 per 100 sq. ft.	
Tarred Fibre, No. 1 per 400 ft. roll 0 62	Samson, best quality, 40, 12 1/2 per cent.	Mrs. Potts, handles, japanned, per gross 9 00	Wire Door Mats—16 x 24, doz., \$9.00.	
Tarred Fibre, Cyclone, 25 lb., per roll 0 62	Sidewalk and stable scrapers, net, \$2.25.	Common, plain 5 00		
Dry Cyclone, 15 lbs. 0 50	Wood hay rakes, 40 and 10 per cent.	Common, plated 5 50		
Plain Surprise, per roll 0 42	Lawn rakes, net.	Asbestos, per set 1 50		
Resin sized Fibre, per roll 0 43	Hinges—Blind, 50 per cent.	Sand and Emery Paper, 40 p.c.		
Asbestos building paper, per 100 lbs. 3 50	Heavy T and strap discount, 40 and 10 per cent.	Sash Weights—		
Heavy straw, plain and tarred, per ton 36 00	Light T and strap, 70 p.c.	Sectional, 1/2 lb. each, per 100 lbs. 2 25		
Carpet Felt, per 100 lbs. 2 60	Screw hook and hinge, \$4.25, \$5.00.	Solid, 3 to 30 lbs. 1 60		
Tarred wool roofing felt, per 100 lb. 2 00	Crate hinges and back flaps, 65 and 5 p.c.	Sash Cord—No. 3, per lb. 0 30		
Pitch, Boston or Sydney, per 100 lbs. 0 85	Chest hinges and hinge hasps, 65 p.c.	Screws—Wood, F. H., bright and steel 85 10 7 1/2 10		
Pitch, Scotch, per 100 lbs. 0 85	Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.	Wood, R. H., bright 80 10 7 1/2 10		
Heavy Fibre, 32 and 60, 100 lbs. 2 00	Hooks—Bright wire screw eyes, 60 p.c.	Wood, F. H., brass 75 10 10		
2 ply Ready Roofing, per square 0 75	Bright steel gate hooks and staples, 40 p.c.	Wood, R. H., brass 70 10 10		
3 ply Ready Roofing, per square 0 95	Iron screw hooks, 60 and 20 p.c.	Wood, F. H., bronze 70 10 10		
2 ply complete, per roll 1 15	Iron gate hooks and eyes, 60 and 20 p.c.	Wood, R. H., bronze 65 10 10		
3 ply complete, per roll 1 35	Crescent hat and coat wire, 60 per cent.	Drive screws 65 10 10		
Liquid Roofing Cement, bbls., per gal. 0 17	Stove pipe eyes, kitchen and square hooks, 60 p.c.	Set, case hardened 60 and 10		
Liquid Roofing Cement, tins 0 19	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.	Square cap 50 and 05		
Crude Coal Tar, per barrel 4 50	Extension ladders, 15c. per foot up.	Hexagon cap 45		
Refined Coal Tar, tins, per doz. 1 25	Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.00.	Bench, wood, per doz., \$5.00		
Refined Coal Tar, per barrel 5 00	Lift Tubular and Single Plain, per doz., \$5.25.	Bench, iron, per doz., \$4.25		
Shingle Varnish, per bbl. 5 00	Japanning, 50c. per dozen extra.	Screws (Machine)—		
Caps, per lb. 0 05	Prism Globes, per dozen, \$1.20.	Flat head, iron and brass, 35 per cent.		
Nails, per lb. 0 05	Lamp wick, 50 per cent.	Fillister head, iron, 30; brass, 25 per cent.		
Mop, cotton, per lb. 0 17	Lawn Hose—Competition grade, 70 and 10.	Shovels and Spades—		
Butts—Plated, bower barff and nickel, 45 per cent.	Locks and Keys—Canadian 50 and 10 per cent.	Canadian No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.		
Wrought brass, 45 per cent. off revised list.	Mallets—Tinmiths', 2 1/2 x 5 1/2 in., per doz. 1 65	No. 3 and 4 grade, 45 per cent.		
Cast iron loose pin, 60 per cent.	Carpenters', round hickory, 6 in. 1 95	Soldering Irons—		
Wrought steel, fast joint and loose pin, 70 and 5 per cent.	Lignum Vitae, round, 5 inch 2 40	Base, per lb., 28 cents.		
Cement—Portland, bags per bbl. 1 55 1 63	Caulking, No. 8, oak 15 00	Sap Spouts—		
Cold Chisels, 5 x 6 in., doz. 2 20	Mattocks—6 lb., 18 inch, \$6 doz.	Bronzed Iron with hooks, per 1,000 6 00		
Bevel edge, 1 inch, doz. 2 50	Picks, 6 to 7 lb., \$4.65 doz.	Eureka tinned steel hooks, per 1,000 8 00		
Conductor Pipe—	Pick handles, \$1.85 dozen.	Staples—		
2 inch, in 10 ft. lengths 3 45	Prospectors' hammers, 16 1/2 c. per lb.	Poultry netting, 100 lbs. 6 70		
3 " " 4 20	Drilling hammers, 6 cents per lb.	Bed, 100 lbs., No. 14 6 75		
4 " " 5 53	Crowbars, 3 3/4 cents per lb.	Blind, per lb. 0 12		
5 " " 7 60	Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.	Coopers' staples, 45 per cent.		
6 " " 9 25	Davidson oilers, 45 p.c.	Bright spear point, 75 per cent.		
Door Knobs—Canadian, 45 per cent.	Zinc and tin, 45 p.c.	Stovepipes—		
Porcelain, mineral and jet knobs, net list, plus 5c.	Coppered oilers, 45 p.c.	5 & 6 in., per 100 lengths 8 50		
Door Sets—Canadian, 50 per cent.	Brass oilers, 45 p.c.	7 inch, per 100 lengths 9 00		
Door pulls, 60 per cent.	Malleable, 25 p.c.	Nestable, 40 per cent.		
Door Hangers (Parlor)—	Planes—Wood bench, Canadian, 15, American, 25 p.c.	5 and 6-inch elbows, per doz. 1 46		
Single sets, each 1 80	Wood, fancy, 30 to 35 per cent.	7 inch elbows, per doz. 1 64		
Double sets, each 3 25	Rope and Twine—	Thimbles, 70 p.c.		
Unbreakable rail, 100 feet 5 00	Sisal rope 0 10 1/2	Carpet Tacks—Blue, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blue, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blue and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers' bulk, 90; brush, blue and tinned, bulk, 70 and 10; Swedes, gimp, blue, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blue, 65 and 10; clout nails, blue and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	5 and 6 in., per 100 lengths 8 50	
Draw Knives—	Sisal bed cord, 48 feet, per doz. 0 72	7 inch, per 100 lengths 9 00		
Carpenters' 6 inch, doz. 5 25	Sisal bed cord, 60 feet, per doz. 0 90	Nestable, 40 per cent.		
Holding handles, 8 in., doz. 1 80	Sisal bed cord, 72 feet, per doz. 1 08	5 and 6-inch elbows, per doz. 1 46		
Folding handles, 8 in., doz. 1 80	Cotton clothes line, 18 off.	7 inch elbows, per doz. 1 64		
Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.		Thimbles, 70 p.c.		
Eavetrough—		Carpet Tacks—Blue, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blue, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blue and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers' bulk, 90; brush, blue and tinned, bulk, 70 and 10; Swedes, gimp, blue, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blue, 65 and 10; clout nails, blue and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	5 and 6 in., per 100 lengths 8 50	
8 in. in 100 ft. lengths 3 02		7 inch, per 100 lengths 9 00		
10 " " 3 30		Nestable, 40 per cent.		
12 " " 3 88		5 and 6-inch elbows, per doz. 1 46		
15 " " 5 53		7 inch elbows, per doz. 1 64		
Factory Milk Cans—		Thimbles, 70 p.c.		
Milk cans and pails, 35 p.c.		Carpet Tacks—Blue, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blue, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blue and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers' bulk, 90; brush, blue and tinned, bulk, 70 and 10; Swedes, gimp, blue, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blue, 65 and 10; clout nails, blue and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	5 and 6 in., per 100 lengths 8 50	
Hand delivery and creamery cans, 35 p.c.		7 inch, per 100 lengths 9 00		
Railroad and cream cans and taps, 40 and 12 1/2 p.c.		Nestable, 40 per cent.		
Creamery trimmings, 20.		5 and 6-inch elbows, per doz. 1 46		
Files and Rasps—		7 inch elbows, per doz. 1 64		
Disston's, Great Western, American, Kearney & Frost, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66 1/2; Jowett's (English list) 27 1/2, Delta 65.		Thimbles, 70 p.c.		

## HOUSEFURNISHINGS

Stoves and Ranges—	Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.	
Furnaces, 45 per cent.	
Registers, 70 and 10 per cent.	
Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.	
Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95. Flat rim enameled sinks 18x24, \$2.65; 18x30, \$3.10; 18x36, \$4.15.	
Enameled Ware—White ware, 75 per cent.	
London and Princess, 50 per cent.	
Canada, Diamond, Premier, 50 and 10 p.c.	
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.	
Premier steel ware, 60 and 10 per cent.	
Star decorated steel and white, 33 1/2 per cent.	
Hollow ware, tinned cast, 40 per cent. off.	
Enameled street signs, 50 per cent.	
Copper Ware—Copper boilers, kettles, 50 p.c.	
Copper tea and coffee pots, 50 per cent.	
Copper pitta, 30 and 5 per cent.	
Galvanized Ware—Dufferin pattern pails 42 1/2 per cent.	
Flaring pattern, 42 1/2 per cent.	
Galvanized washtubs, 42 1/2 p.c.	
Pieced Ware, 35 per cent.—	
Copper bottom tea kettles and boilers, 35 per cent.	
Coal hods, 40 per cent.	
Boiler and tea kettle pitta, 40 per cent.	
Stamped Ware—Plain, 72 1/2 and 5 per cent.	
Retinned, 72 1/2 and 5 per cent.	
Silverware—Holloware, 40. flatware, 40 and 10.	
Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London, and St. Marys 40 per cent.; f.o.b. Ottawa, ston and Montreal, 37 per cent.	
Washing Machines—	
Downswell 5 00	
New Century, Style A 9 00	
Ideal Power (net) 16 00	
Stiphenson 6 00	
Puritan Motor 16 00	
Low Pressure Water Motor Washer 16 00	
Connor Ball Bearing, with rack 10 25	
I X L 10 00	
Gem 8 75	
Winner 8 00	
Connor Improved 5 00	
Discount, 25 p.c.	
Wringers—	
Royal Canadian, 11 in., doz. 45 25	
Eze, 10 in. 51 75	
Bicycle, 11 inch 56 25	
Trojan, 12 inch 100 00	
Unexcelled, 104-E 72 00	
Favorite 511E and 521E 57 75	
Domestic 531E and 541E 63 00	
Challenge 311E and 321E 51 00	
Ottawa 331E and 341E 56 25	
Sunlight 111E and 121E 44 25	
Sunlight 111 42 00	
Royal Canadian 151 45 25	
Discount, 20 p.c.	



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

**ABRASIVE WHEELS**  
Taylor-Forbes Co., Guelph.

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Barr Register Co., Trenton.  
Dominion Register Co., Toronto.

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McClary Mfg. Co., London.  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

**ADZES**  
Allan Hills Edge Tool Co., Galt.

**ALABASTINE**  
The Alabastine Co., Paris, Ont.

**ALUMINUM**  
Northern Aluminum Co., Toronto.

**ALUMINUM WARE**  
McClary Mfg. Co., London.  
Northern Aluminum Co., Toronto.  
Sheet Metal Products Co., Toronto.  
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**AMMUNITION**  
Dominion Cartridge Co., Montreal.  
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McClary Mfg. Co., London.  
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E. T. Wright Co., Ltd., Hamilton.  
J. Samuels, Toronto.

**ASH SIFTERS**  
Burrowes Mfg. Co., Toronto.  
Wm. Cane & Sons Co., Newmarket.  
J. Samuels, Toronto, Ont.  
Soren Bros., Toronto, Ont.  
Fairgreive Mfg. & Stamping Co., Toronto.  
Thomas Davidson Mfg. Co., Montreal.

**SHEET METAL PRODUCTS CO., Toronto.**

**AUGERS—Post Hole**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville, Ont.

**AUGER BITS**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Smith & Hemenway, New York.

**AUTO SHEET METAL PARTS**  
Burrowes Mfg. Co., Toronto.

**AUTOMOBILE ACCESSORIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.  
Kuhne-Anderson Mfg. Co., Port  
Hope.  
Kinzing & Bruce Co., Niagara  
Falls.  
McKinnon Dash Co., St. Catharines.  
C. A. Myer Co., Chicago, Ill.

**AWLS**  
Stanley Rule & Level Co., New  
Britain, Conn.

**AXES—Safety Pocket and Belt**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**AXES**  
James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Cath-  
arines.

**AXE WEDGES**  
Taylor-Forbes Co., Guelph.

**AXLE PULLEYS**  
Taylor-Forbes Co., Guelph.

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Canada Metal Co., Toronto.

**BAGS AND SACKS**  
Scythies & Co., Toronto.

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Wm. Cane & Son, Newmarket.  
Stratford Mfg. Co., Stratford.  
Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

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Stanley Works, New Britain, Conn.

**BARRELS—Gasolene Storage**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

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Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.  
Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

**BARS AND SHUTTERS**  
Canadian Yale & Towne, Ltd., St.  
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**BARN EQUIPMENT**  
Beattie Bros., Fergus, Ont.  
Steel Trough & Machine Co.,  
Tweed.

**BASKETS—Clothes**  
Meakins & Sons, Hamilton.

**BATHROOM FITTINGS**  
Gendron Mfg. Co., Toronto.  
Kinzing & Bruce, Niagara Falls.  
Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Ship-gong Bells and Pulls**  
James Morrison Brass Mfg. Co.,  
Toronto.

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Springer Lock Mfg. Co., Belleville.

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Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

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Dominion Belting Co., Hamilton.

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Gutta Percha & Rubber Ltd., To-  
ronto.

**BELTING—Leather**  
Sadler & Haworth, Montreal.

**BIRD CAGES**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

**BITS**  
McKinnon Dash Co., St. Catharines.

**BLOCKS—Chain Hoisting**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOAT TRIMMINGS**  
McKinnon Dash Co., St. Catharines.

**BOILERS—Kitchen Range**  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.  
McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.

**BOILERS AND RADIATORS**  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

**Pease Foundry Co., Toronto.**

**BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOLTS AND NUTS**  
Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.

**BOX OPENERS**  
Charles Morrill, New York, N.Y.

**BRACES AND BITS**  
E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**Stanley Rule & Level Co., New  
Britain, Conn.**

**North Bros. Mfg. Co., Philadelphia.**

**BRACKETS—Shelf**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

**BRASS GOODS**  
Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.  
Kinzing, Bruce & Co., Niagara  
Falls.

**BREAST DRILLS**  
North Bros., Philadelphia.

**Stanley Rule & Level Co., New  
Britain, Conn.**

**BRICK AND TILE BLOCK  
MACHINES**  
Exeter Mfg. Co., Exeter.

**BRUSHES**  
Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.  
Sanderson Percy & Co., Toronto.

**BUCKLES**  
McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

**BURLAPS**  
Scythies & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

**BUILDERS' HARDWARE**  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

**National Hardware Co., Orillia.**

**Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.**

**Bommer Brothers, New York.**

**Taylor-Forbes Co., Guelph.**

**Canadian Yale & Towne, Ltd., St.  
Catharines.**

**Chicago Spring Butt Co., Chicago.**

**Springer Lock Mfg. Co., Belleville.**

**BURNERS**  
Ontario Lantern & Lamp Co., Ham-  
ilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BUTCHER KNIVES**  
Arch. McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

**BUTTS—Spring**  
Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

**BUTTS AND HINGES**  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.

**CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.

**CAMP STOVES**  
Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.  
James Stewart Mfg. Co., Wood-  
stock.

**CANS—Milk**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**CANT HOOKS**  
Lachute Shuttle Co., Lachute Mills,  
Que.

**Allan Hills Edge Tool Co., Galt.**

**CARBON LAMPS**  
Canadian Sunbeam Electric Co.,  
Toronto.  
Canadian Tungsten Lamp Co.,  
Hamilton.

**CARPENTERS' CLAMPS**  
Taylor-Forbes Co., Guelph.

**CARRIAGE HEATERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**CARTRIDGES—Metallic**  
Remington Arms—Union Metallic  
Cartridge Co., Windsor.  
Dominion Cartridge Co., Montreal.

**CASEMENT ADJUSTERS**  
Canadian Yale & Towne, Ltd.,  
St. Catharines.

**Springer Lock Mfg. Co., Belleville.**

**CASTERS—Stove and Range**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.

**Moffat Stove Co., Weston.**

**CATTLE LEADERS**  
Taylor-Forbes Co., Guelph.

**CHAIN BOLTS**  
Taylor-Forbes Co., Guelph.

**Stanley Works, New Britain, Conn.**

**CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.

**Otterville Mfg. Co., Otterville.**

**Stratford Mfg. Co., Stratford.**

**CHAIN**  
Anti-skid, Coil, Cow-tie, Halter,  
Trace, Hammock, Logging.  
McKinnon Chain Co., Buffalo, N.Y.

**CHAIN—Brass & Copper**  
James Morrison Brass Mfg. Co.,  
Toronto.

**CHAINS—Steel**  
Steel Co. of Canada, Hamilton.  
B. Greening Wire Mfg. Co., Hamil-  
ton.

**CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.

**CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.

**CHURNS—Barrel or Revolving**  
Beattie Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
Cummer-Dowdell Co., Hamilton.  
Maxwells, Ltd., St. Mary's.

**CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.  
Henry Disston & Sons, Toronto.

**CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.

**CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

**Taylor-Forbes Co., Guelph.**

**CLOTHES LINE PULLEYS**  
Taylor-Forbes Co., Guelph.

**CLOTHES MANGLES**  
Cummer-Dowdell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.

**Taylor-Forbes Co., Guelph.**

**CLOTHES BARS AND RACK**  
Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CLOTHES LINE PROPS**  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

**CLOTHES LINE WIRE**  
Steel Co. of Canada, Ltd., Ham-  
ilton.

**CLOTHES REELS**  
Taylor-Forbes Co., Guelph.

**CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.

**COAL CHUTES**  
Clare Bros., Preston.

**Galt Stove & Furnace Co., Galt.**

**Steel Trough & Machine Co.,  
Tweed.**

**Winnipeg Ceiling & Roofing Co.,  
Winnipeg.**

**Metal Shingle & Siding Co., Pres-  
ton.**

**COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**COBBLER SETS**  
Taylor-Forbes Co., Guelph.

**COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.

**CONDUCTOR PIPE**  
See Eavetrough.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**CORDAGE AND TWINE**  
Scythies & Co., Toronto.  
Consumers Cordage Co., Montreal.

**CORNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.

**Brown Boggs Co., Hamilton.**

**COTTER PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**COTTON DUCK AND WASTE**  
Scythies & Co., Toronto.

**COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.

**COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
Lufkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.

**COW EASE**  
Carpenter, Morton Co., Boston,  
Mass.

**COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.  
McKinnon Chain Co., St. Cathar-  
ines.

**CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.  
The Pedlar People, Oshawa.

**CURRY COMBS**  
Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

**CURTAIN STRETCHERS**  
Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

**CUTLERY**  
Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara  
Falls, Ont.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

**Sanderson Percy & Co., Toronto.**  
**CUT SOLES**  
Beardmore & Co., Toronto.

**DAMPERS**  
Eureka Dampers Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronk, Ltd., Toronto.  
**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

**DISINFECTANTS**  
Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co.,  
Berlin.  
Cameron & Campbell, Toronto.

**DISPLAY RACKS**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

**DIES**  
Armstrong Mfg. Co., Bridgeport,  
Conn.

**DOOR CHECKS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

**DOOR HANGERS**—Parlor  
Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

**DOOR MATS**—Cocoa Fibre  
Meakins & Sons, Hamilton.  
**DOOR MATS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**DOOR MATS**—Wire  
Kuhne & Anderson, Port Hope.  
Canada Wire & Iron Goods Co.,  
Hamilton.

Barton Netting Co., Windsor.  
**DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.  
A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Pres-  
ton.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**DRAW KNIVES**  
Allan Hills Edge Tool Co., Galt.  
**DRILLS**—Breast and Bench  
North Bros. Mfg. Co., Philadel-  
phia.

**DRY COLORS**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Mont-  
real.  
A. Ramsay & Son, Montreal.  
Sanderson Percy & Co., Toronto.

**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.

**HAVENTROUGH AND CONDUCT-  
OR PIPE**

Metal Shingle & Siding Co., Pres-  
ton.  
Thomas Davidson Mfg. Co., Mont-  
real.

McFarlane-Douglas Co., Ltd., Ot-  
tawa.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

A. Welch & Son, Toronto.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

E. T. Wright Co., Ltd., Hamil-  
ton.  
Sarnia Metal Products Co., To-  
ronto.

**EDGE TOOLS**  
Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Welland Vale Mfg. Co., St. Cath-  
arines.

## EGG CRATES

Wm. Cane & Son, Newmarket.  
**ELECTRIC FLASHLIGHTS**  
Canadian Ever Ready Works, To-  
ronto.  
Interstate Electric Novelty Co.,  
Toronto.

Metal Specialties Co., Chicago, Ill.  
**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.  
**ELECTRIC IRONS, ETC.**

Ideal Electric Mfg. Co., Wallace-  
burg.  
Renfrew Electric Mfg. Co., Ren-  
frew.  
Chicago Flexible Shaft Co., Chi-  
cago.  
Landers, Frary & Clark, New  
Britain, Conn.

Duncan Electric Co., Montreal.  
Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.  
Canadian Sunbeam Lamp Co., To-  
ronto, Ont.  
Ontario Lantern & Lamp Co.,  
Hamilton.

**ELECTRIC MANTEL GRATES**  
Radiant Electric Co., Grimsby.  
Barton Netting Co., Windsor.

**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Wallace-  
burg.  
Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC RANGES**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC BATTERIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

Radiant Electric Co., Grimsby.  
**EMERY GRINDERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**EMERY POWDER**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**ENAMEL SIGNS**  
McClary Mfg. Co., London.

**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

Stamped & Enameled Ware, Hes-  
peler.

**ESCUTCHEON PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**EXPANSION BOLTS**  
Richards-Wilcox Canadian Co.,  
London.

**EXPRESS WAGONS**—Boys'  
Canadian Buffalo Sled Co., Pres-  
ton.

Gendron Mfg. Co., Toronto.  
**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.  
McFarlane Ladder Works, Toron-  
to.

**FARM TANKS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FARM TROUGHS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FASTENERS**—Door, Sash  
Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.  
**FENCING**—Woven Wire  
McGregor Banwell Fence Co., Wal-  
kerville.

Steel Company of Canada, Hamil-  
ton.  
Banwell Hoxie Wire Fence Co.,  
Hamilton.

Canadian Steel & Wire Co., Ham-  
ilton.

**FENCING**—Picket Wire  
McFarlane Ladder Works, Toron-  
to.

**FILES AND RASPS**  
Henry Disston & Sons, Toronto.  
Nicholson File Co., Port Hope.

G. & H. Barnett Co., Philadelphia.  
Simonds Canada Saw Co., Mont-  
real.

**FILTERS**—Water and Oil  
James Morrison Brass Mfg. Co.,  
Toronto.

**FIREPROOF DOORS AND WIN-  
DOWS**  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

## FIREPLACE GRATES

Chadwick Brass Co., Hamilton.  
Enterprise Foundry Co., Sackville,  
N.B.  
Barton Netting Co., Windsor.  
James Stewart Mfg. Co., Wood-  
stock.

Taylor-Forbes Co., Guelph.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Pres-  
ton.

A. B. Ormsby Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.

**FIRE DOOR HARDWARE**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Pres-  
ton.

**FIRE EXTINGUISHERS**  
Metal Shingle & Siding Co., Pres-  
ton.

**FLAGS**  
Scythas & Co., Toronto.  
J. J. Turner & Son, Peterboro.

**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Pres-  
ton.

**FORCE CUPS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**FOKES**—Hay  
Welland Vale Mfg. Co., St. Cath-  
arines.

**FOOD CHOPPERS**  
Maxwells, Ltd., St. Mary's.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

McClary Mfg. Co., London.  
**FOOT WARMERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**FURNACES**—Plumbers'  
James Morrison Brass Mfg. Co.,  
Toronto.

**FURNACES**—Hot Air  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-  
ton.  
Can. Heat & Vent. Co., Owen  
Sound.

Clare Bros., Preston.  
Specialty Co., Grimsby.

Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespeler.  
Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Wood-  
stock.

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.

**GALVANIZED IRON**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

B. & S. H. Thompson, Montreal.  
M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.  
Sarnia Metal Products Co., To-  
ronto.

McFarlane-Douglas Co., Ottawa.  
A. Welch & Son, Toronto.

**GALVANIZED NETTING**  
B. Greening Wire Co., Hamilton.

**GARAGES**—Metal  
The Pedlar People, Oshawa.  
Metal Shingle & Siding Co., Pres-  
ton.

**GARBAGE CANS**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.  
Steel Trough & Machine Co.,  
Tweed.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.

**GARDEN ROSE**  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**GAS IRONS**  
McClary Mfg. Co., London.

## GAS OVENS

Fairgrieve Metal & Stamping Co.,  
Toronto.

## GAS RANGES

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.  
Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.  
D. Moore Co., Hamilton.

Moffat Stove Co., Weston.  
James Stewart Mfg. Co., Wood-  
stock.

Supreme Heating Co., Welland.  
**GAS FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.  
**GAS WATER HEATERS**  
Moffat Stove Co., Weston.

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.

Burrow, Stewart & Milne, Hamil-  
ton.  
Bowes, Jamieson, Ltd., Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**GASOLINE LIGHTING**  
H. W. Knight & Bros., Toronto.

**GASOLINE & OIL PUMPS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**GASOLINE STOVES**  
James Stewart Mfg. Co., Wood-  
stock.

**GATES**—Farm  
Steel Co. of Canada, Montreal.  
McGregor Banwell Fence Co., Wal-  
kerville.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**GAUGES**  
Stanley Rule & Level Co., New  
Britain, Conn.

**GAUGE COCKS**  
Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co.,  
Toronto.

**GLASS**  
Consolidated Plate Glass Co., To-  
ronto.

Hobbs Mfg. Co., London.  
Toronto Plate Glass Imp. Co., To-  
ronto.

A. Ramsay & Son Co., Montreal.  
**GLASS**—Bent  
The Toronto Plate Glass Import-  
ing Co., Toronto.

**GLASS CUTTING BOARDS**  
Lufkin Rule Co. of Canada, Wind-  
sor.

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**GLAZIERS' TOOLS**  
Smith & Hemenway, New York.

**GRASS CATCHERS**  
Taylor-Forbes Co., Guelph.

**GRINDSTONES**  
Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

**GRINDSTONE FIXTURES**  
Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**  
Remington U.M.C. Co., Windsor.  
Ross Rifle Co., Quebec.

**HACK SAW BLADES**  
E. C. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Mont-  
real.

**HALTERS**—Leather  
G. L. Griffith & Son, Stratford.

**HAMMERS**  
James Smart Mfg. Co., Brockville.  
Stanley Rule & Level Co., New  
Britain, Conn.

Allan Hills Edge Tool Co., Galt.  
**HAMMOCKS**  
Dominion Hammock Co., Dunn-  
ville.

Galt Robe & Hammock Co., Galt.  
**HANDLES**—Door, Drawer and  
Store

Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain,  
Conn.

Canadian Yale & Towne, Ltd., St.  
Catharines.

**HANDLES**—Axe, Pick, etc.  
Lachute Shuttle Mfg. Co., Lachute  
Mills, Que.

Drayton Mills, Ltd., Drayton, Ont.  
Turner, Day, Woolworth Co.,  
Louisville, Ky.

**HARNES AND BLANKETS**  
G. L. Griffith & Son, Stratford.  
Burlington Windsor Blanket Co.,  
Toronto.





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While this continent is not the theatre of war, Canada, being an integral part of the Empire body, feels the jerk of the strong arm that wields the sword.

But times need not be hard unless we make them so. Millions of Dollars are being spent in Canada for war supplies and foodstuffs. That money will circulate in Canada.

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Talk business, not war, and we will be displaying the truest patriotism.



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.  
**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.  
**HOCKEY STICKS**  
 Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HORSE CLIPPING MACHINES**  
 B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
 Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**

Steel Co. of Canada, Hamilton.  
**HOUSE CLEANING UTENSILS**  
 Invincible Renovator Co., Toronto.  
 Onward Mfg. Co., Berlin.

**HOSE REELS**

Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
 Steel Co. of Canada, Hamilton.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**

Steel Co. of Canada, Hamilton.  
 Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.  
 North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**

McClary Mfg. Co., London.  
 North Bros., Philadelphia, Pa.  
 Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**

E. T. Wright Co., Ltd., Hamilton.  
 McClary Mfg. Co., London.

**INJECTORS—Automatic**

James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**

M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.  
**IRONING AND BAKE BOARDS**  
 Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.  
 Otterville Mfg. Co., Otterville.

**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**

Taylor-Forbes Co., Guelph.

**KEY BLANKS**

Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**

E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.

**KNIVES—Planer, Paper-cutting**  
 Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

**LADDERS**

Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Incandescent**  
 Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.  
 Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**

Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**

James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.  
 Steel Trough & Machine Co., Tweed.

**LAWN FENCING**

McGregor Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**  
 Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.  
 Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**

Canada Metal Co., Toronto.  
 Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Frank Sand Mfg. Co., Windsor.  
 Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**

Beardmore & Co., Toronto.

**LINOLEUMS**

Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.  
 Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.  
 Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MAILETS**

Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**  
 Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**

Cummer-Dowswell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**

James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.  
**MATCH STANDS (Safety)**  
 Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.  
 Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
 McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Sarnia Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**  
 Meekins & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**  
 Metal Shingle & Siding Co., Preston.

**METAL LATHS**  
 Padlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co., Montreal.

**MIRRORES**

Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzinger & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITE BOXES**

Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**  
 Channell Chemical Co., Toronto.

**MOP WEINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**

Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**

A. Ramsay & Son Co., Montreal.

Scythes & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Bolted**

Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**  
 Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**

S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**

Scythes & Co., Toronto.

**OIL CLOTHS**

Dominion Oil Cloth Co., Montreal.

**OIL CANS**

Fairgrieve Metal & Stamping Co., Toronto.

**OILY WASTE CANS**

James Morrison Brass Mfg. Co., Toronto.

Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**

Canada Wire & Iron Goods Co., Hamilton.

**PAISLS—Wood**

Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**

Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

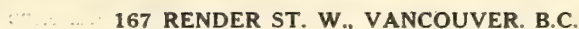
A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**





## WEST TORONTO



**PLATES AND HOOKS**

Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.  
**PLOWS**—Grading  
Meaford Wheelbarrow Co., Meaford.

**PLIERS**

Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.  
Smith & Hemenway, New York.

**PLUMBS AND LEVELS**

Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**

Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.

**POLISHES**—Furniture and Wood  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.

**POLISHES**—Metal and Stove  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.

**POLISHING BRUSHES**

Boeckh Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.

**POST HOLE DIGGERS**

Otterville Mfg. Co., Otterville.

**POULTRY NETTING**

B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.

McGregor Banwell Fence Co., Walkerville.

**PULLEYS**

Canadian Fairbanks-Morse Co., Montreal.

**PUMPS**

Metal Shingle & Siding Co., Preston.

James Morrison Brass Mfg. Co., Toronto.

Beattie Bros., Fergus, Ont.  
Heller-Aller Co., Windsor.

Canadian Fairbanks-Morse Co., Montreal.

Dayton Pump & Mfg. Co., Dayton, Ohio.

**RAKES**

Welland Vale Mfg. Co., St. Catharines.

**RASPS**

Nicholson File Co., Port Hope.

**RAZORS**

Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.

Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.

Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Sanderson-Harold Co., Paris.

**REGISTERS**—Hot Air Furnace  
Canadian Heating & Ventilating Co., Owen Sound.

Burrow, Stewart & Milne, Hamilton.

Clare Bros., Preston.  
Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.

James Stewart Mfg. Co., Woodstock.

Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.

Tuttle & Bailey Mfg. Co., Bridgeburg.

Hamilton Stove & Heater Co., Hamilton.

**RIVETS**

Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.

**RIFLES**—Sporting and Military  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.

**ROD COUPLINGS**

Otterville Mfg. Co., Otterville.

**ROPE**

Seythes & Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**

Frankford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.

H. S. Howland Sons & Co., Toronto.  
Canadian Supply & Contracting Co., Toronto.

**ROOFING SUPPLIES**

E. T. Wright Co., Ltd., Hamilton.  
**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.

McFarlane-Douglas Co., Ottawa.

**RUBBER GASKETS**

Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**

Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**RUBBER BOOT REPAIRS**

Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES**—Boxwood

Lufkin Rule Co. of Canada, Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**SAD IRONS**—Mrs. Potts'  
Taylor-Forbes Co., Guelph.

**SAD IRONS**—Gas and Gasoline  
McClary Mfg. Co., London.

H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.

**SAD IRONS**—Asbestos Lined  
Dover Mfg. Co., Canal Dover, Ohio.

Chicago Hardware Foundry Co., Chicago, Ill.

**SAFES AND VAULTS**

Canadian Fairbanks-Morse Co., Montreal.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.

Auto-Stop Safety Razor Co., Toronto.

**SALAMANDERS**

Gurney Foundry Co., Toronto.

**SANDPAPER**

A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**SAND SCREEN**

Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**

Superior Mfg. Co., Hageraville.

Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Taylor-Forbes Co., Guelph.  
McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

**SASH CENTRES**  
Taylor-Forbes Co., Guelph.

**SASH LIFTS**  
Stanley Works, New Britain, Conn.

**SASH PINS**

Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHT**—Lead  
Canada Metal Co., Toronto.

**SAWS**

E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Montreal.

Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.

**SAW HORSES**—Folding  
McFarlane Ladder Works, Toronto.

**SAW SETS**

Taylor-Forbes Co., Guelph.

Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.

E. C. Atkins & Co., Hamilton.

**SCALES**—Weighing

Canadian Fairbanks-Morse Co., Montreal.

Burrow, Stewart & Milne, Hamilton.

**SCRAPERS**

Stanley Rule & Level Co., New Britain, Conn.

Meaford Wheelbarrow Co., Meaford.

Taylor, Forbes Co., Guelph.

**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**  
Sanderson Harold Co., Paris.

**SCREEN DOOR SETS**

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**SCREWS**

P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

**SCREWS**—Bench and Jack  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS**—Adjustable  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**

Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.

North Bros. Mfg. Co., Philadelphia.

Stanley Rule & Level Co., New Britain, Conn.

**SCREW PLATES**

Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.

**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**SHEARS**—Sheet Metal

Fack, Stow & Wilcox Co., Cleveland, Ohio.

**SHEET METAL SPECIALTIES**  
Burrows Mfg. Co., Toronto.

Fairgrieve Metal & Stamping Co., Toronto.

Soren Bros., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**SHELF SUPPORTS**

Chicago Hardware Foundry Co., Chicago, Ill.

**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.

**SHOT**

Steel Co. of Canada, Hamilton.

**SHOTGUNS**—Repeating

Remington Arms U.M.C. Co., Windsor.

**SHOT SHELLS**

Remington Arms U.M.C. Co., Windsor.

Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**

Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

**SILVERWARE**

Canadian Rogers Co., Toronto.

Oneida Community, Ltd., Niagara Falls, Ont.

**SKATE STRAPS**

G. L. Griffith & Son, Stratford.

Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**

Metal Shingle & Siding Co., Preston.

Wheeler & Bain, Toronto.

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

**SLEDGES**

Taylor-Forbes Co., Guelph.

**SLEDS**

Canadian Buffalo Sled Co., Preston.

Richards-Wilcox Canadian Co., Ltd., London.

Gendron Mfg. Co., Toronto.

**SNOW SHOVELS**

Canadian Buffalo Sled Co., Preston.

Sheet Metal Products Co., Toronto.

Canada Steel Goods Co., Hamilton.

**SOAP URNS**

Chas. Morrill, New York, N.Y.

**SOLDER**

Canada Metal Co., Toronto.

Sheet Metal Products Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

McClary Mfg. Co., London.

**SOLDERING IRONS**

Brown-Boggs Co., Hamilton.

**SPIKES**

Steel Co. of Canada, Hamilton.

**SPOKESHAVES**

Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

**SPORTING GOODS**

Dominion Cartridge Co., Montreal.

Marble Arms Mfg. Co., Gladstone, Mich.

**SPOONS AND FORKS**—Tin  
Thos. Davidson Mfg. Co., Montreal.

**SPRAYES**

Sherwin-Williams Co., Montreal.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Canadian Fairbanks-Morse Co., Montreal.

Specialty Mfg. Co., Grimsby.

**SPRINGS AND AXLES**

Guelph Spring & Axle Co., Guelph.

Taylor-Forbes Co., Guelph.

**SPRING HINGES**

Pommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.

**SPRINKLERS**—Automatic, Fire  
James Morrison Brass Mfg. Co., Toronto.

**SPRINKLERS**—Lawn

Taylor-Forbes Co., Guelph.

James Morrison Brass Mfg. Co., Toronto.

**SQUARES**—Try and Mitre

Stanley Rule & Level Co., New Britain, Conn.

**STALLS, STANCHIONS, AND COW BOWLS**—Metal  
Metal Shingle & Siding Co., Preston.

Steel Trough & Mfg. Co., Tweed.

Beatty Bros., Fergus.

**STEEL PLATES**

Steel Equipment Co., Ottawa.

**STAPLES**

Steel Co. of Canada, Hamilton.

Canada Steel Goods Co., Hamilton.

Cowan & Britton, Gananoque.

Laidlaw Bale-Tie Co., Hamilton.

**STORAGE BATTERIES**

Canadian Fairbanks-Morse Co., Montreal.

**STORM WINDOW HINGES**

Watrous Acme Mfg. Co., Des Moines, Iowa.

**STEEL RULES**—Machinists'

Lufkin Rule Co. of Canada, Windsor.

**STEP LADDERS**

McFarlane Ladder Works, Toronto.

Stratford Mfg. Co., Stratford.

Otterville Mfg. Co., Otterville.

**STOVE TRIMMINGS**

Radiant Electric Co., Grimsby.

**STOVES AND RANGES**

Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Copp Stove Co., Fort William.

Clare Bros. & Co., Preston.

Thos. Davidson Mfg. Co., Montreal.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Specialty Mfg. Co., Grimsby.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall Zryd Foundry Co., Hespler.

Hamilton Stove & Heater Co., Hamilton.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

Harrison Stove Co., Harrison.

Supreme Heating Co., Welland.

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Otterville Mfg. Co., Otterville.  
TAPES—Measuring  
Lufkin Rule Co. of Canada, Windsor.

TUB STANDS  
Otterville Mfg. Co., Otterville.  
J. H. Connor & Son, Ottawa.  
TENTS AND AWNINGS  
Smart-Woods Co., Ottawa.

THERMOMETERS  
James Morrison Brass Mfg. Co., Toronto.

TINSMITHS' MACHINERY  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Steel Bending & Brake Works,  
Chatham, Ont.

TINSMITHS' SHEARS  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

TINWARE  
Fairgrieve Metal & Stamping Co.,  
Toronto.

See also Enamelware.  
TOOLS—Mechanics'  
North Bros., Philadelphia, Pa.

Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Stanley Rule & Level Co., New  
Britain, Conn.

TOOL GRINDERS  
Taylor-Forbes Co., Guelph.

TRAPS—Lavatory  
James Morrison Brass Mfg. Co.,  
Toronto.

Canada Metal Co., Toronto.

TRAPS—Animal  
Onelda Community, Ltd., Niagara  
Falls, Ont.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

TRAPS—Bat  
Canada Wire & Iron Goods Co.,  
Hamilton.

TRAPS—Steam  
James Morrison Brass Mfg. Co.,  
Toronto.

FREE TRIMMERS  
Taylor-Forbes Co., Guelph.

TROWELS  
E. C. Atkins & Co., Hamilton.  
Henry Diaston & Sons, Toronto.

TRUCKS—Warehouse  
Canadian Fairbanks-Morse Co.,  
Montreal.

Burrow, Stewart & Milne, Hamil-  
ton.

UMBRELLA HOLDERS  
Springer Lock Mfg. Co., Belleville.

VACUUM CLEANERS  
Onward Mfg. Co., Berlin.

Invincible Renovator Co., Toronto.  
Clements Mfg. Co., Toronto.

VARNISHES  
Benj. Moore & Co., Toronto.

Lowes Bros., Ltd., Toronto.  
Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.  
Ottawa Varnish Co., Ottawa.

R. C. Jamieson & Co., Montreal.  
Imperial Varnish & Color Co., To-  
ronto.

Wm. Harland & Son, Toronto.

VENTILATORS—Metal  
Metal Roofing & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Sarnia Metal Products Co., To-  
ronto.

McClary Mfg. Co., London.

VATS—Steel Cheese  
Steel Trough & Machine Co.,  
Tweed.

VICES  
Stanley Rule & Level Co., New  
Britain, Conn.

National Machine & Supply Co.,  
Hamilton.

Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co.,  
Toronto.

Armstrong Mfg. Co., Bridgeport.

WAGON JACKS  
Richards-Wilcox Canadian Co.,  
New York.

WAGON WATER TANKS  
Steel Trough & Machine Co.,  
Tweed.

WAGGLE IRONS  
Taylor-Forbes Co., Guelph.

WASH BOARDS  
Wm. Cane & Sons Co., Newmarket.  
Conn.

WASH TUBS  
Wm. Cane & Sons Co., Newmarket.

WASTE—Cotton and Wool  
Scythes & Co., Toronto.

WASHERS  
Steel Co. of Canada, Hamilton.

Taylor-Forbes Co., Guelph.  
Canada Metal Co., Toronto.

Gutta Percha & Rubber, Ltd., To-  
ronto.

WASHING MACHINES  
Beattie Bros., Fergus, Ont.

J. H. Connor & Son, Ottawa.  
Cummer-Dowdell Co., Hamilton.

Maxwells, Ltd., St. Mary's.  
Geo. O. Kaitting & Sons, Galt.

Nineteen Hundred Washer Co.,  
Toronto.

Taylor-Forbes Co., Guelph.  
One Minute Mfg. Co., Toronto.

WATER SERVICE SYSTEMS  
Dayton Pump & Machine Co.,  
Dayton, Ohio.

WATER AND HOG TROUGHS  
Steel Trough & Machine Co.,  
Tweed.

Metal Shingle & Siding Co., Pres-  
ton.

WEDGES  
Taylor-Forbes Co., Guelph.

WELL CURB—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

WHEELBARROWS  
Maxwells, Ltd., St. Mary's.

Meadford Wheelbarrow Co., Mea-  
ford.

WHIFFLETREES  
Drayton Mills, Ltd., Drayton, Ont.

WHIP RACKS  
Burrow, Stewart & Milne, Hamil-  
ton.

WILLOW BASKETS  
Meakins & Sons, Ltd., Hamilton.

WINDOW SETS—Basement  
Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

WIRE CLOTHES LOCKERS  
Canada Wire & Iron Goods Co.,  
Hamilton.

WIRE DOOR MATS  
Canada Wire & Iron Goods Co.,  
Hamilton.

WIRE  
Kuhne-Anderton Mfg. Co., Port  
Hope.

WIRE  
P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

WIRE DOOR PULLS  
Steel Co. of Canada, Ltd., Hamil-  
ton.

WIRE CLOTH  
B. Greening Wire Co., Ltd., Hamil-  
ton.

Canada Wire & Iron Goods Co.,  
Hamilton.

WIRE FENCING  
Banwell-Hoxie Wire Fence Co.,  
Hamilton.

McGregor, Banwell Fence Co.,  
Walkerville.

WIRE FENCE STRETCHERS  
Richards-Wilcox Canadian Co.,  
London.

McGregor Banwell Fence Co.,  
Walkerville.

Otterville Mfg. Co., Otterville.

WIRE GOODS  
B. Greening Wire Co., Hamilton.

McClary Mfg. Co., London.

Canada Wire & Iron Goods Co.,  
Hamilton.

E. T. Wright Co., Ltd., Hamilton.

Thos. Davidson Mfg. Co., Mont-  
real.

WHITE LEAD  
Benjamin Moore & Co., Toronto.

Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

Steel Co. of Canada, Hamilton.

Lowes Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

WOODENWARE  
Wm. Cane & Son, Newmarket.

Thos. Davidson Mfg. Co., Mont-  
real.

Meakins & Sons, Hamilton.

WRENCHES  
Crescent Tool Co., Jamestown,  
N.Y.

WRINGERS—Clothes  
American Wringer Co., New York.

Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

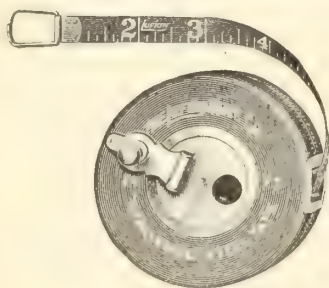
WRINGER ROLLS  
Gutta Percha & Rubber, Ltd., To-  
ronto.

ZINC ORNAMENTS  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.



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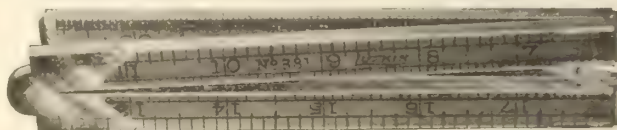
## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.  
WINDSOR, ONT.



RED  
**S**  
BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

DON ROADWAY

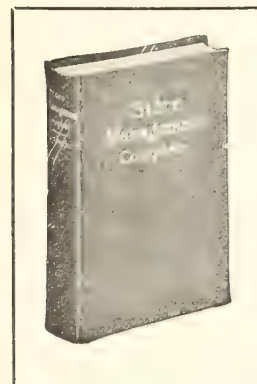
TORONTO



# Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and



find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.

## Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

## Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success, that's the book.

252 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

# The Commercial Press, Limited

Publishers of

Canadian Hardware Journal  
The Retail Grocer and Provisioner  
Canadian Furniture World  
and The Undertaker  
Retail Druggist of Canada  
The Canadian Nurse

32 Colborne Street  
Toronto, Canada

Publishers of

The Canadian Manufacturer  
The Canadian Builder and Carpenter  
The Canadian Clay-Worker  
The Machine Shop  
The Electrical Dealer and Contractor  
Motoring  
Good Roads of Canada.





*Write for Sample  
The Greening Wire Coy  
Limited  
Hamilton  
Canada.*

Every Retailer should  
stock this line

---

Sales increasing immensely



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, Good Roads of Canada, The Machine Shop, The Canadian Nurse

Vol. 7

TORONTO, JUNE, 1915

No. 6



**Insure  
Your Trade!**

You INSURE future Profitable  
Business by selling

**Remington  
UMC**

**RIFLES and SHOT GUNS**

You sell *sure satisfaction*. The *net results* of 100 years' experience  
in the production of highest-grade arms.

And every Arm you sell is an inducement to the buyer to use Remington-UMC Ammunition in that arm.  
Like Remington-UMC Shot Guns and Rifles, Remington-UMC Ammunition is **right**. Each Cartridge is  
gauged in the arm for which it's made. And there's "A Bird in every Shell."

*If you want to hold the cream of the Sportsmen's  
Trade—win it with the REMINGTON-UMC Line*

**REMINGTON ARMS-UNION METALLIC CARTRIDGE CO.**

LONDON, ENG.

(Contractors to the British Imperial and Colonial Governments)

NEW YORK, U.S.A.

WINDSOR, ONTARIO





*This Trade Mark is Your Guarantee and Your Customers'*

SHIPMENTS MADE PROMPTLY

THE SHEET METAL PRODUCTS CO. OF CANADA  
MONTREAL TORONTO LIMITED WINNIPEG





# "Excello" Ready Roofing

*No. 1, 2, 3 Ply---Rubber and Sand Coated*

"Excello" is a business builder. You can guarantee it absolutely to your customers as the best and most durable ready roofing that money and brains can produce. It is easy to lay, guaranteed to last 15 years and longer, and it costs less. "Excello" will effectively resist heat and cold, rain and snow—it is proof against all weather conditions. Write for full particulars and samples.

## Jewel Ready Roofing

This is a more moderately priced roofing, and will give entire satisfaction. You can have every confidence in recommending it to your customers. It is the biggest value on the market to-day. In 1, 2 and 3-Ply, Sand Coated.

*We also carry a complete line of Building Papers, Cerite Sheathing, etc. Write us for full particulars and prices.*

## U. S. Poultry Fence

We still have a large supply of this most profitable fence in staple sizes and ready for immediate shipment. Better have a look over your stock and send in order right away.

## Dunham Water-Weight Rollers

A good assortment of these famous lawn rollers still in stock. To make room for fall and winter goods we are offering them at greatly reduced prices. It will be to your interest to write now for further particulars.

# Rice Lewis & Son, Limited

TORONTO

-

ONTARIO



## TWO LEADING STRATFORD LADDERS



**THE FAULTLESS**

We cannot recommend this ladder too highly. Made from clear stock and has widest steps, strong galvanized steel ears, rivetted to the top and to the risers, and an iron rod under every step. Equipped with Boyer's New Faultless Lock. Its reliability also makes it a favorite with electricians and plumbers.



**THE HERCULES**

The strongest and most perfect ladder made. The wide top, slides, steps and all stock entering into it are carefully selected from the best material. All iron and steel parts of the ladder are finished in aluminum which, with the clear bright wood, makes this pattern one of the most attractive and easiest sellers on the market.

*If you haven't received our new catalog, write us at once*

## Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

## MILBRADT LADDERS



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

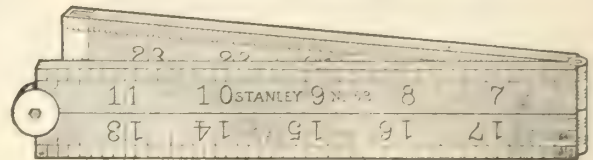
Write for our complete **ROLLING LADDER CATALOGUE**, showing many styles suitable for all kinds of shelving.

## MILBRADT MANUFACTURING CO.

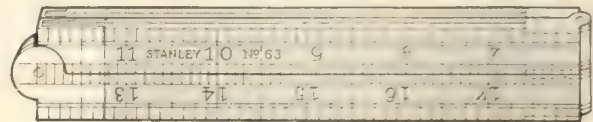
2400 N. 10th Street

St. Louis, Mo.

# Stanley Tools



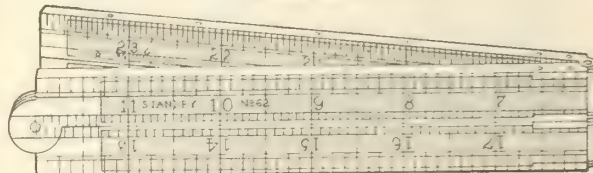
Round Joint



Square Joint

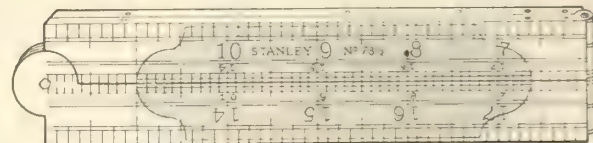


Arch Joint



N°62

Square Joint—Full Bound



Double Arch Joint—Full Bound

## Boxwood Rules

The value of a Rule consists not only in its being made of a correct length and with accurate graduations, but also that it shall be made of such materials and so put together as to insure its remaining correct.

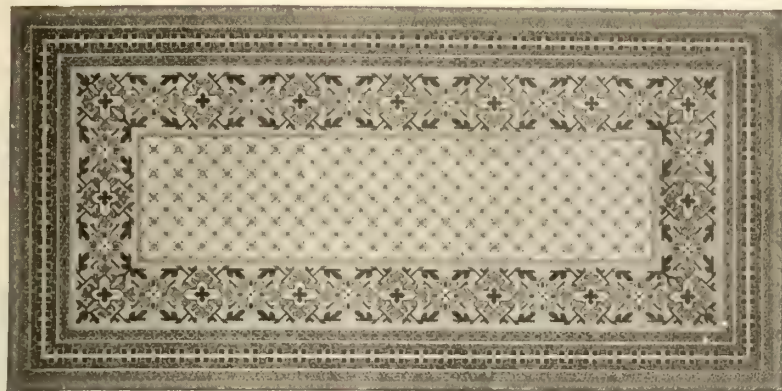
The name "Stanley" on a BOXWOOD RULE carries with it a guarantee of quality. This is assured by the materials used in the production of the goods, the advanced methods employed in their manufacture, and the experience of a company which has been making Boxwood Rules for nearly sixty years.

The nicety of graduation, careful seasoning of the stock—which is absolutely essential in producing a reliable Rule—and the care exercised in their manufacture, result in an article which is perfectly fitted for its requirements.

The dealer who stocks STANLEY BOXWOOD RULES can depend on his customer being satisfied.

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.





# CONGOLEUM RUGS

In Handsomely Colored Designs

THESE RUGS ARE JUST WHAT ARE NEEDED

THEY'RE so clean and nice looking and the designs are in such good taste.

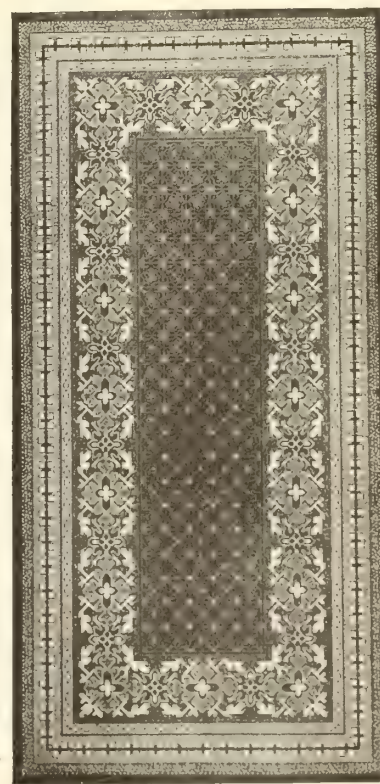
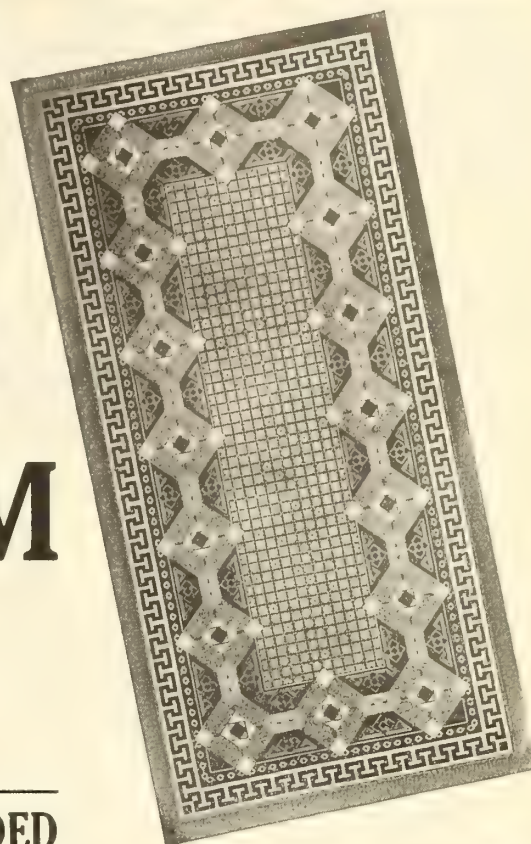
They can be left outdoors on the verandah all summer. They can be washed with the hose—because they are waterproof, and they will not fade or get weather-stained.

## SPECIAL FEATURES

**Congoleum Rugs** are entirely a new product; they lie flat and firm without nailing and never curl or "kick-up" at the edges. They are sanitary and washable because they are waterproof. They are very serviceable and the extensive and attractive advertising campaign conducted by the makers means a big demand.

## THE PROFIT IS GOOD

SAMPLES AND PRICES ON APPLICATION



## H. S. HOWLAND, SONS & CO.

LIMITED

WHOLESALE HARDWARE

OUR PRICES ARE RIGHT

TORONTO

WE SHIP PROMPTLY

GRAHAM NAILS ARE THE BEST





— it's one of the most successful ways to create an all year round outlet for ammunition and shooting supplies. To establish a local gun club means healthy sport for your townsfolk; men and women, old and young, and good business for your sporting goods department. *Information on request.*

**Dominion Cartridge Company, Limited : 120 St. James Street : Montreal**



Cut illustrates No. 26

## Davidson's "Frost River" Refrigerators

*Made entirely of Sheet Steel—Galvanized*

THE exterior is finished in a beautiful French grey, with decorated panels and corner scrolls. The food chamber is coated with white enamel and is delightfully dainty and clean in appearance. Locks, hinges and handles are solid brass polished—they are also fitted with roller-bearing castors which make them very easy to move.

All inside parts are removable for cleaning purposes. The all-steel body cannot warp, shrink or fall apart, and with care should last a lifetime.

Made in three sizes—Nos. 22, 24 and 26  
Booklet with all particulars sent on application

**The Thos. Davidson Mfg. Co.**

Limited

TORONTO

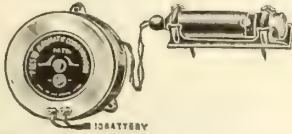
MONTREAL

WINNIPEG



# "PRESTO" Specialties

Mean More Trade and Good Profits for the Dealer



No. 252. Automatic Cord Winder and Presto Electric Cigar Lighter with Holder.

List price, \$6.70



No. 231. Presto Inspection Lamp  
List price, \$1.35

**CIGAR LIGHTERS and INSPECTION LAMPS**  
for Sale by all Canadian Jobbers.

Manufactured by

**Metal Specialties Mfg. Co.**

730-738 West Monroe St., Chicago, Ill.

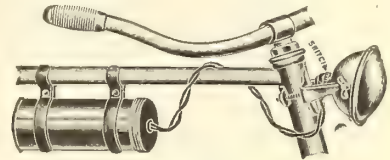
THE large number of articles which are included in the lines of "Presto Specialties" enables the up-to-date dealer to build up a large amount of new trade and to increase his profits materially.

Illustrations show but 4 articles of our complete lines of "Presto Specialties."

Write us for complete catalog and discounts.



No. 1020. Presto Electric Battery Hand Lamp.  
Complete without battery, \$1.50



No. 1060. Bicycle Lamp with 3-inch Bull's-Eye Lens  
Complete without battery, \$2.25

**Canadian Agents for Hand Lamps and Bicycle Lamps**

W. B. Morrow, of Toronto, distributor for Ontario.

H. Wheeler, of Montreal, distributor for Quebec.

Henderson & Richardson of Montreal, distributors for Maritime Provinces.

The H. S. Mussett Company, Winnipeg, distributors for Manitoba.

Ernest & Martin Bernet, Vancouver, B. C., distributors for British Columbia.

Regina Heating & Sheet Metal Co., Regina, Sask., distributors for Saskatchewan & Alberta.

Durable because strongly built  
Practical because adjustable  
Popular because serviceable

**THE NEW**



## Disston No. 56 Plumb and Level

Although but recently on the market, the numerous features of advantage combined in this Plumb and Level have already won for it popularity which is rapidly developing into a strong demand.

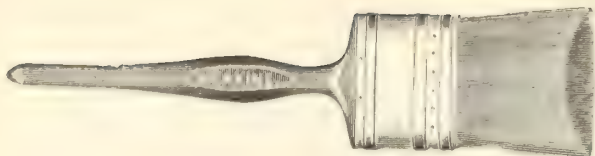
In the Disston No. 56 Plumb and Level your mechanic has the rugged durability possible only in a full brass bound tool. Continued accuracy in service is assured by the famous DISSTON adjusting feature. Made of cherry in natural finish, with solid brass ends and brass-lipped side views. Fitted with ground glasses. Made in the following sizes: 24, 26, 28, 30 in.

**HENRY DISSTON & SONS, LIMITED**

2-20 Fraser Avenue

Toronto, Ontario





Made in All Sizes

# MEAKINS'



# BRUSHES

*Our 1915 Catalog Awaits You*

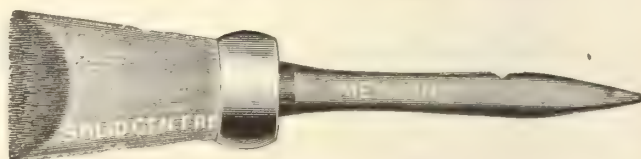
**Meakins & Sons, Limited**  
HAMILTON, ONTARIO

Warehouses: Toronto, London, Winnipeg  
Meakins Brush Co., Limited, Montreal

## The Difference

Between **Good** and **Poor** Paint and Varnish Brushes is **not** so much a matter of **price** as **Brush Service**. You can sell **Meakins' Brushes** every time you point out their merits to your customers—and they'll thank you for it too.

*"Quality that Pays Big Profits"*



# "TIGER" WHITE LEAD

*The Lead With the Spread*

**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

**The Steel Company of Canada, Ltd.**

HAMILTON  
VANCOUVER

MONTREAL  
VICTORIA

TORONTO  
HALIFAX

WINNIPEG  
ST. JOHN



## Laidlaw Wire Nails

A PERFECT PRODUCT

Laidlaw Wire Nails possess the qualities that bring to your store the customers who will buy Tools and other hardware—*more sales*.

**Make Laidlaw Nails Your Specialty**  
*All Standard Gauges*

**Bale Ties, Baling Wire and Staples for Every Purpose**

*Prices on Request*

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. **Limited**

Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Moulden  
Winnipeg, Man.



# Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and



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266 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

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Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

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Publishers of

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Canadian Furniture World  
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Retail Druggist of Canada  
The Canadian Nurse

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Toronto, Canada

Publishers of

The Canadian Manufacturer  
The Canadian Builder and Carpenter  
The Canadian Clay-Worker  
The Machine Shop  
The Electrical Dealer and Contractor  
Motoring  
Good Roads of Canada.



**Storm  
Proof**



**Made in  
Canada**

## Sarnia Ventilators

*Made of the best quality of galvanized  
iron of extra heavy gauge*

Meets the requirements of durability and highest efficiency, as well as cheapness, as one of the finest storm-proof ventilators.

Constructed on strictly scientific principles and its simplicity is one of its greatest advantages. All sizes in stock. Prices and special information sent on request.

Write for special literature on the following lines of sheet metal building material we manufacture:

**Barn Shingles, Metal Shingles and Sarnia "Art Kraft" House Shingles, V-Crimped Roofing and Siding, Large and Small Brick Siding, Skylights, Eavestrough, Conductor Pipe, Cornices, Valleys, Culverts, Metal Garages, and**

## Sarnia Corrugated Sheets

of which we keep a large stock and can guarantee prompt shipment at right prices.

We have the newest and most modern factory of its kind in the Dominion of Canada, and the word SARNIA on sheet metal is a guarantee of Quality, Service and Satisfaction.

*We have a proposition to make you money  
and a bigger business. Write to-day.*

**The Sarnia Metal Products  
Company, Limited**

**Sarnia**

**Ontario**

## MOWER FILES FOR BUMPER CROPS

Signs point to bumper crops this year. Mowers will see more service. Knives will need more re-sharpening. TIME will be a vital factor in the harvest-season

By advising YOUR trade to  
use the "Famous Five"

## KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

*(Made in Canada)*

YOU do your share in making  
1915 a record year of Farm-  
Production and Profit.

The "Famous Five" reflect 50 years' experience in making *successful* files. They're the *limit* of goodness in Mower Files.

And by using the "Famous Five"—and replacing each worn file *promptly*—your farm-friends spend less time sharpening knives and have more time to garner the golden harvest.

*Be sure your stock is in shape for the  
Harvest rush. And do your share by  
showing your trade the RIGHT way  
to get the MOST from the "Famous  
Five."*

**NICHOLSON FILE CO.**

**Jobbers Everywhere**

**Port Hope**

**Ontario**





**AT**  
LAST—a Galvanized Sheet,  
Made-in-Canada, and one that is  
bound to

**LAST**  
—a rather broad statement if  
unsupported by facts. We are pre-  
pared to prove—**ABSOLUTELY**—  
that the



### Galvanized Steel Sheets

are made from a perfectly adapted black  
sheet, plus 100% pure coating, scientifi-  
cally applied by expert, careful workmen,  
in the most modern plant in the world.

Aside from all patriotic motives, you can't  
afford to overlook this product.

Inquiries invited from sheet metal users.

**DOMINION SHEET METAL CO.**  
Limited CANADA  
HAMILTON





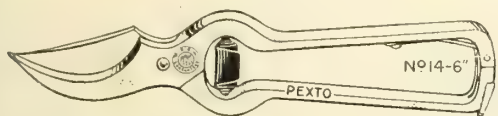


## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

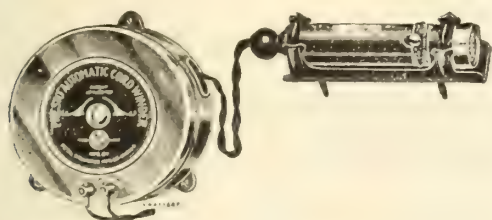
The Peck, Stow & Wilcox Co., of Southington, Conn., have brought out a light, handsome six-inch pruning shear for use by women, which promises to have great popularity and a large sale. When milady goes into her garden hereafter to clip the blossoms for her dinner table or trim her rosebushes she need no longer depend upon an ordinary pair of scissors when she can have a tool perfectly adapted to the purpose.

This little pruning shear is nickelplated and is attractive as well as serviceable. It is not cast or mal-



leable, but is forged from good steel highly polished. Shears of this kind heretofore have been made almost exclusively abroad, and, of course, under present conditions the supply is limited. The Pexto shear will not only take the place of the imported but will undoubtedly result in increased use of this convenient tool in the United States and Canada. It is made in one size only (six inches), carefully wrapped in anti-tarnish paper and packed in neat, individual boxes.

**Metal Specialties Mfg. Co., Chicago**, has just brought out the "Presto" automatic cord winder and electric cigar lighter. The motorist who enjoys smoking (and most of them do) will fully appreciate this new device. The cigar lighter is equipped with six feet of heavy silk cord, which the cord winder automatically winds up when the cigar lighter is not in use. The two terminals on the cord winder are connected to the storage battery or source of current supplied on the car. When the motorist wishes to light his cigar or cigarette he simply reaches for the cigar lighter and takes it from the holder, pulling out sufficient cord to easily reach him or any occupant of the car; he then presses the button on the cigar lighter and "Presto" you have a light, going at any speed, even at 60 miles an hour, if desired. Wind or weather makes no difference. The pure platinum wire in the "Presto" cigar lighter tip becomes white hot instantly and lights your cigar per-



fectly. It does it so quickly and easily that you are surprised at its efficiency.

The cord winder can be fastened under the seat, at the side of the car, or behind the dash, or wherever it would be most convenient for parties wishing to use same. It is made regularly in black rubber finish with silverplated name plate, but can be made up in heavy brass nickelplate if desired. This article is being dis-

tributed by the following Canadian distributors: W. B. Morrow, Toronto, distributor for Ontario; H. Wheeler, Montreal, distributor for Quebec; Henderson & Richardson, distributors for Maritime Provinces; The H. S. Musset Co., Winnipeg, distributor for Manitoba; Ernest & Martin Bernet, of Vancouver, B.C., distributors for British Columbia; Regina Heating & Sheet Metal Co., Regina, agents for Saskatchewan and Alberta.

**The Easy Washer Co., Toronto**, have in their "Easy" motor washer, built on the vacuum principle, a machine that is easy in every sense of the word—easy to operate, easy to understand, easy on the woman worker, easy on the clothes. The washer is made and patented in Canada and built to last a lifetime, for either electric connection or gasoline engine. The frame construction is entirely of metal and the legs have either roller casters or floor rests. The tub is either solid copper or galvanized with galvanized top in two sections.

The principle of the washer rests on two vacuum plungers, which take a new position at every down stroke, forcing the hot suds through the fabric, so that the cleansing process is rapid and thorough. The vacuum plungers are adjustable in the up and down stroke by means of thumb screw to accommodate any light, medium or heavy load of washing. They can be swung back out of the tub, leaving the entire side of tub free while wringing or refilling. A spring in plunger head provides automatic adjustment to prevent injury from overload.

An added feature in a gas heater may also be had if desired. The washer's capacity is six sheets at once.

**Beatty Bros., Ltd., Fergus, Ont., and Winnipeg, Man.**, are introducing to the hardware trade a new house pump. It is an inexpensive and convenient house pump for use in kitchens and summer cottages. It has a strong malleable iron bucket with which to fasten it to the wall above the rolled rim sink, so a cumbersome wood frame is not needed. It can be used as a lift pump or as a force pump for forcing water to the attic storage tank. The bracket, handle, and spout of the pump admit of such a variety of adjustments that it is perfectly adapted to any installation. The bracket is reversible. It fits the pump just as well when turned upside down as when right side up. The pump can be turned in any direction on the bracket, and when in the position desired firmly secured by a half-turn of a bolt in the bracket. The spout, too, turns independently of either bracket or handle, and when the former is fastened can be placed in any position desired. The pump is, therefore, suited to any condition.

It was originally designed to take the place of the German clock or wing pump, and it does the work better, for it has a larger capacity, lifts easier, can be more readily repaired, and lasts longer. It has a nickel-plated brass body, and the other parts are nicely finished. No plumbing job is too good for it.

### SAVED FROM LUSITANIA WRECK

Wilfred Keeble, manager of the London, England, branch of A. McKim, Ltd., who, with his wife, were returning from Canada, after their honeymoon trip, on the "Lusitania," were among the saved from the wreck of that ill-fated steamship.



# Annual Convention of the Saskatchewan R. M. A.

*Held at Saskatoon on May 11, 12, and 13. Many subjects of importance to retailers discussed and dealt with.*

THE second annual convention of the Saskatchewan Retail Merchants' Association was held in Saskatoon on May 11, 12, and 13, with a good attendance from various parts of the province. Many questions of importance to the retail trade were brought up and discussed. Among those present from a distance was B. W. Ziemann, of Preston, Ont., Dominion president of the association.

## Addresses of Welcome

At the opening session addresses of welcome were delivered by Mayor Harrison, President Murray, of the University; M. Isbester, president of the Board of Trade, and C. T. Woodside, grocer, who is president of the local R.M.A.

On Wednesday afternoon a number of the delegates visited the local plant of the Quaker Oats Company, returning for the afternoon session from 3 to 6.

G. A. Maybee, of Regina, in his presidential message, emphasized the necessity of merchants getting together with the farmers in an attempt to solve some of the problems confronting them.

## The Small Debt Act

He instanced particularly the Small Debts Act, which the association was successful in getting on to the Statute Book, and pointed out that this Act enabled the collection of accounts up to \$50 to be made at very little expense, and enabled the merchant to serve his own summons and conduct his own case. This legislation, while very satisfactory, was far from all that they wanted, and they had already approached the Provincial Government for certain amendments to it. One was the raising of the limit to \$100 and the continuous garnishee proceedings and adjourned summonses.

Another very important matter which the association had taken steps to arrange was an alphabetical list of property owners to be kept at the registry offices. At the present time, in order to trace whether an individual owned property they must know its location, but if they had a system by which an alphabetical record was kept it would be easy to find out who owned certain property and what property they owned.

## Credit Reporting System

The credit reporting system of the association was also touched upon by the president, who informed the members that they had no need to pay any fee in advance, as the association, by its system, was now collecting their debts without any charge other than the membership fee, and far more successfully than any collection agency, which would charge them probably 50 per cent. of what it obtained.

The association was also endeavoring to obtain legislation making accounts for the necessities of life preferred claims against an estate on the ground that it was impossible to take a lien note on such commodities. The Transient Traders' Act and the Hawkers' and Peddlers' Act were also referred to.

## "The Retailer"

Secretary Raymond's report was also read. It re-

ferred in detail to the large amount of work which has been accomplished during the year. He referred to the latest venture of the association in the publishing of "The Retailer," the object of which was to keep the members advised of what was being done each month and also to deal with the many subjects of interest to the members. Mr. Raymond advised that the branch associations should endeavor to pay salaries to their local secretaries, when he thought the services they would receive would be far more beneficial.

## Association Finances

J. L. S. Hutchinson, provincial treasurer, also gave his annual report, which showed the association to be in a very satisfactory financial position, but demonstrated that the expenses were running so close to the income that it would be a wise policy in the interests of future work to raise the provincial fee from \$10 to \$20 per year. Mr. Hutchinson also paid testimony to the valuable work being done by the provincial staff.

## Many Subjects Dealt With

A big range of subjects having a direct bearing on the retail merchants of the province were discussed during the convention. On Tuesday and Thursday evenings, instructive addresses on business subjects were delivered by Paul H. Neystrom, who took the place of Frank W. Stockdale, of Chicago, who was unable to be present.

On Wednesday evening a banquet was given to visiting delegates, at which short speeches were made by various members of the trade and organization.

A committee of ladies, representing the wives of the retail merchants of the city, held an afternoon tea in honor of the visiting ladies on Wednesday.

In the evening they attended the Daylight Theatre, and on Thursday morning enjoyed an auto tour of the city.

## HINTS FOR THE DEALER.

Do you push seasonable goods?

Constantly study new methods of pushing your goods.

Have you an ideal regarding your store? If so, how near does your place of business reach that ideal?

Do you know how much each department in your store is making for you in profits? Do you even know it is paying any profit?

## OFFICERS OF SASKATCHEWAN R.M.A.

The officers of the Saskatchewan Branch of the R.M.A., elected at the annual convention in Saskatoon, are as follows:

President—G. A. Maybee, Moose Jaw.

1st Vice-President—W. W. Cooper, Swift Current.

2nd Vice-President—H. D. Macpherson, Regina.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—F. E. Raymond, Saskatoon.

Next year's convention will be held in Regina.





*In an  
Artist's  
Studio*

# “Fresco-Tone”

is often the chosen finish for walls owing to its velvety softness and exquisite coloring, and because it suggests the old idea of real

“FRESCO”

with richness of harmonious

“TONE”

*“when artists agree, who can disagree”?*

and so the vogue for flat finish for interior work started and the demand is growing greater and wider every day.

BE PREPARED TO MEET IT *with the full range of*

“FRESCO-TONE”

We are manufacturing a splendid assortment—including five entirely new shades for 1915, and will be pleased to send you, by return, color folders and complete information in regard to this new and popular wall finish,

“FRESCO-TONE”

## BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



## Ideas Sell Better Than Goods

*By Milton Bejach*

It is not so long ago, as time is counted, that salesmanship was more a matter of stomach than of mind. It is only a very few, short years that advertising has been brought down, or up, as you please, to a place where definite, basic laws are known to govern results.

We have not gone very far into this problem of selling, of molding people's minds so they will buy what we have to sell. We still stand at the threshold of the science of changing men's minds for their good and our profit.

Even the youngest of us can remember the good fellow salesman with a checkered waistcoat, a necktie that screamed, shoes of a special mode, and spats of startling color. We can remember his capacity for liquor, his ability to stuff himself with food and drink, and clear headedness even after a dozen black cigars. The men of that day took orders because they were good fellows; not because they convinced their customers that the goods were right in quality and price and that the purchase of them meant a profit later on.

We all remember the advertisements of those earlier days. They began with a scene in the meadow, and detailed the smell of the grass, the lowing of the kine, the farmhouse in the distance and the farmer's daughter in blue gingham apron and bonnet, who in the very last line of the copy was charmed with the tone of the organ her father bought at Musieman's store in Melody Street.

In those days, which our elders call "the good old days," salesmen, salesmanagers and advertising men believed it necessary to fool people into listening or reading a sentence or two about their product. The salesman who talked business from the beginning of his call to the end and who got business without risking dyspepsia, was considered a queer specimen in more ways than one. The copy that plainly showed it was an advertisement was considered a joke.

Consider now how far we've gone! To-day most of us talk business, dwell on our product in person or in our copy, from beginning to end. A few, a very few, have gone farther. While most of us are selling our manufactured goods, some are selling ideas. Strange, but true, ideas are sold more easily than something that can be handled, felt, tasted, smelled or counted.

### **The End, Not the Means, Important**

To talk and to write about not what it is made of so much as what it will do is going to be the next big lesson that will be learned by every man whose bread and butter comes from selling things, either by word of mouth or through the printed page.

Accounting systems never were sold on the basis of what they are made of, but always what they would do in the way of lightening labor and increasing profits and efficiency.

One reason is that accounting systems are comparatively new to the business world. If they had appeared more than ten years ago they might have been sold on the merits of the steel leaves and the finish of the wooden cabinet.

When hot air furnaces were first advertised and sold, the argument was on the construction of the furnace and the way the heat was furnished. Read the advertisements to-day and you'll learn that a furnace, hot air or hot water, means warm rooms, a better dispositioned family, and that an agreeable amount of heat leads the young lover to a proposal.

Some paint manufacturers still sell paint as paint; so much color and so much oil in a can. Others, and by the way the largest houses, talk color schemes, decorative effects and beauty. Off hand, which will sell the most paint?

One creates a desire, the other tries to cash in on a desire it assumes is already created. Assuming that the quality of the two paints is the same, which would you buy?

If one manufacturer of account registers talked construction only, and another, guaranteeing his product in construction, talked about the ease of handling accounts semi-automatically and went all competitors one better by handling all of a man's accounting instead of accounts receivable, let us say, which plan of selling is likely to sell more systems?

### **The Power of the Idea Behind the Goods.**

From the time men began wearing hosiery up to a few years ago, socks were sold as so much cotton, made into yarn and put together in such a way. Then came the man who had the nerve to sell hose on an idea—a trademark backed up by a guarantee. The next time you go into a man's furnishing's goods store inquire which sells the better, the trademarked, guaranteed six months sort, or the kind the maker is ashamed to put his name on.

If we are to make a permanent success in salesmanship and in advertising, which is the same thing, we must sell the idea behind the thing we make, we must sell perfect service, a water tight guarantee, a reputation for fair and square dealing and then deliver exactly what we sell.

Selling is the art of creating a desire or a need and then satisfying the desire or filling the need by furnishing a certain product. This applies more forcibly to the advertising than to personal salesmanship. The day of price and construction talk in type and by word of mouth is passing. The big success of the future will be built on ideas—quality, guarantee, service.

### **OVERBUYING VERSUS UNDERBUYING.**

Probably for every ten cents that is lost from not buying enough, a dollar is lost from overbuying. In order to secure an additional discount, purchases are often made in excess of actual necessities, with the hope that an extra profit may be realized from their sale; but this extra profit is quickly wiped out if, at the end of the season, there are a lot of goods on hand which must be sold at a sacrifice or carried over to another season.

Many storekeepers fail to realize that when they sell at cost or less they have supplied a demand which should have yielded them a profit, besides the loss of interest on the money invested if the goods have been kept in stock for any considerable time, which is usually the reason for the cut.

The foregoing is not an argument for undue conservatism in buying. On the contrary, we are in favor of liberality in purchasing, but advise against loading up beyond legitimate needs in order to get the quantity price.

More than anyone else the manufacturer, commission man and wholesaler realize that overpurchasing on the part of the dealer injures the seller far more than the retailer himself. For which reasons every effort is made to retain customers by selling them quantities which they in turn can dispose of to the consumer.



### ANXIOUS CLERK SPOILS SALES

Customers are suspicious of the clerk who is over-desirous of selling any certain article and usually go out of your store without making a purchase. Especially in the paint and wallpaper line does this hold true. Many customers come into a store for paint or wallpaper with their mind on a certain brand of paint or a certain pattern of a paper. If you do not carry the line they want and the clerk begins to tell them that he has a much better article for considerably less money, and generally acts as though he would lose his job if they didn't take his suggestion, the customer begins to feel that there must be something "off color" with whatever the clerk is trying to sell.

It is simple and easy to tell a customer that you don't have a particular line, but you do have a line that is guaranteed (and every good dealer does have at least one line of this kind). If the customer insists on a special brand and you can get it for him, do so; if not, tell him. Then if you have treated him right and have done business with him before he will listen to reason and to your selling arguments for your own line; but don't allow clerks or yourself to show the customer that you are too eager to make a sale.

### THE SALESMAN'S CREED

I believe in the stuff I am handing out. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.

I believe that a man gets what he goes after, that one deed done to-day is worth two done to-morrow, and that no man is down and out until he has lost faith in himself.

I believe in to-day and the work I am doing, in to-morrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition. I believe there is something doing somewhere for every man ready to do it. I believe I'm ready—right now.

### FIVE RULES FOR SUCCESS.

Pay close attention to business.

Finance your business so as to avail yourself of all cash discounts.

Select your goods carefully to suit the tastes of the majority of your customers.

Buy in the smallest possible quantities which will enable you to turn over your money often and make a larger percentage of profit.

Take two or three hours each day outside of your store.

### WHAT PROFIT IS

From System.

**P**ROFIT is not interest on investment, it is not a salary paid for managing the business. Both these are items which the proprietor should properly pay himself as investor in and manager of his own business. Whether he receives a profit above this depends, in the long run, on his ability as a business man to earn that profit from the people he serves. For profit is the owner's return for risk taken in providing for the wants of his customers and community.

A LEADER

THAT LEADS

# JAS - PER - ITE

"REGISTERED"

## The Present-Future Varnishes

Sold only in sealed lithographed cans.  
Quality and durability guaranteed.

### A CABINET ASSORTMENT

contains the following:

Exterior Finishing	Floor Finish	Pale Hard Oil Finish
2-1 Gals.	2-1 Gals.	2-1 Gals.
2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "	2- $\frac{1}{2}$ "
4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "	4- $\frac{1}{4}$ "
8-Pints	8-Pints	8-Pints
8- $\frac{1}{2}$ Pints	(No $\frac{1}{4}$ -Pints)	8- $\frac{1}{2}$ Pints
5 $\frac{1}{2}$ Gals.	5 Gals.	5 $\frac{1}{2}$ Gals.

TOTAL—16 GALLONS

## A LARGE, HANDSOME DISPLAY CABINET FREE

WITH FIRST ORDER

Manufactured and guaranteed  
only by

## The Ottawa Paint Works

and

## Ottawa Varnish Co., Limited

OTTAWA

TORONTO

VANCOUVER

CANADA

Toronto Branch: 153 Duchess St.



## Market Situation

**Hardware Markets.** Business in rural sections is good, but the best that can be said of urban trade is that an atmosphere of optimism prevails. This feeling is helped by the prospect of record grain, hay, and fruit crops. Big manufacturers and jobbers have their minds on this point when speaking of the future of trade.

Iron and steel plants continue busy on war orders, and this situation relieves to some extent the position of the labor market. Western reports indicate improvement, both in prospects and in actual trading. Old concerns are still buying conservatively, but they are increasing the orders they are placing. Collections were a little slower during May, but it is generally felt that this was but temporary. The higher costs of material still keep hardware prices firm.

**Metal Markets.** The whole metal situation is unsettled. Spelter has advanced again to a record pitch with stocks low all over the continent. Copper is in demand; lead, also, is asked for, with the probability of higher quotations in a short time.

The situation in the United States, according to The Iron Trade Review, is that steady expansion characterizes the operations of the United States Steel Corporation, which has reached 80 per cent. of ingot capacity.

An interesting feature of the machinery market has been an immense demand for machine tools from Italy. One large dealer declined an order for fully 300 lathes for shipment to that country, and other dealers and manufacturers are not disposed to take on additional orders. The buying of machinery for making munitions of war continues very active.

**Paint Markets.** There is still a satisfactory movement in paints, with the possibility of last month's shipments showing somewhat smaller than May last year. Like in general hardware, paints are being sold better at rural points than in the city, though in this latter respect there is an improvement in demand in the larger centres for ready-mixed paints sold to property owners who are either doing their own painting or helping men out of work by getting them to do cleaning up jobs.

Putty has advanced, and so has whiting. Turpentine is falling off in price and linseed oil is unsteady. Motor gasoline is selling more freely with the better and warmer weather. Altogether, while more business could well be handled by makers and jobbers, the paint market is holding up its end pretty well.

## FLASHLIGHT WHICH CANNOT SHORT-CIRCUIT

The Interstate Electric Novelty Co., 220 King Street, Toronto, have placed an improved flashlight on the market. A feature of their flashlights is that they are equipped with vulcanized fibre cases, so that they cannot short-circuit when in contact with metal. This is something that will be appreciated by many users, especially motorists, steamfitters and plumbers, who frequently find that their flashlights, left in the tool case with metals, short-circuit and burn out.

The advent of the tungsten lamp and Radio battery has meant the revolutionizing of the flashlight in-



Franco flashlight being put on the market by the Interstate Electric Novelty Co., Toronto.

dustry. The lights used in the "Franco," the trade name of the Interstate Electric Novelty Company's flashlights, are miniature tungstens, namely, the new drawn wire tungsten lamps with magnifying lens tops and popularly known to the trade as "Radio Lens" lamps.

The batteries which are sold with Franco flashlights are modern type batteries commonly known to the trade as "Radio." When used with Franco flashlights, excellent results are obtainable. They are packed in sealed cartons with liberal guarantee printed thereon.

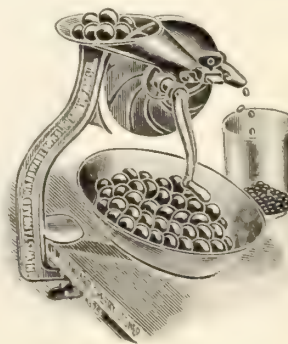
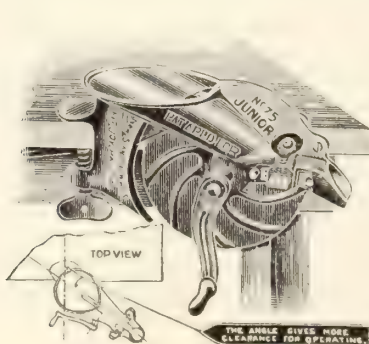
## NEW CUTLERY AND PLATED GOODS

Taylor & Leith, manufacturers' agents, Hamilton, are now handling the Thomas Turner & Co. (Sheffield, Eng.) line of cutlery and plated goods.

**The New Standard Hardware Works, Mt. Joy, Pa.,** are putting three new cherry stoners on the market this year. They are changed somewhat from the old-type stoners made by this firm, and have some good improvements. "No. 75-Junior" is a rapid and convenient machine for seeding cherries. It has patented self-tightening jaws, which cannot become detached, and the angle of the machine from the table gives it crank clearance for operating.

"No. 20" is a combination tubular one-piece frame, housing a spring which actuates a one-piece malleable iron plunger. This extra long spring renders it easy of operating. It is rust-proof.

"No. 75" is a rapid and effective worker. It has a patented regulating device, easily adjusted for large or small cherries. The jaws retain their position when set, and it is impossible for them to become detached.



Three new standard cherry stoners.



## PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

## METALS

Aluminum, ingots .....	0 23
Antimony, per lb. ....	0 34
Brass rods, ½ to 1 inch. .	0 24
Sheets, up to 20 gauge. .	0 33
Tubing, 1 inch base. ....	0 26
Copper, ingots, casting. .	0 20
Sheets, plain, 14 oz. ....	0 29 ½
base .....	0 29 ½
Sheets, tinned, 14 oz. .	0 30 ½
base .....	0 30 ½
Sheets, planished, 14 oz.	0 37 ½
base .....	0 29 ½
Sheets, braziers .....	0 29 ½
Bars, round ½ to 2 in. .	0 27 ½
Black Sheets, 28 gauge base,	
Toronto .....	2 90
Montreal .....	2 90
Canada Plates—	
Ordinary, 52 sheets, To-	
ronto .....	3 25
All bright, 52 sheets. .	4 50
Galvanized Apollo Ordinary	
18x24x52 .....	5 25
60 .....	5 50
20x28x80 .....	9 70
20x28x80 .....	10 20
Galvanized Sheets (Corrugated)	
10 p.c. off. ....	6 75
22 gauge, per square. .	5 50
24 gauge, per square. .	4 25
26 gauge, per square. .	4 00
28 gauge, per square. .	4 00
Galvanized Sheets, Fleur Queen's	
de Lis Head .....	3 65
16-20 gauge ..	3 70
22-24 gauge ..	4 10
26 gauge .....	4 10
28 gauge .....	4 30
Apollo brand .....	4 30
24 gauge, American ..	3 70
26 gauge, American ..	3 80
28 gauge (26 English) .	4 30
10 ½ oz., equal to 28	
Eng. ....	4 50
Bar Iron, per 100 lb. .	2 00
Forged iron .....	2 35
Refined horseshoe iron. .	2 40
Sleigh shoe and mild	
steel .....	2 25
Iron finished steel .....	2 50
Tire steel .....	2 20
High speed steel .....	0 65
Lead, Canadian pig .....	5 75
Bar pig .....	6 00
Sheets, base, 2 ½ lbs. sq.	
ft. ....	7 50
Pipe and waste .....	9 00
Traps and bends .....	40 p.c.
Solder, half and half, lb. .	0 33
Spelter, foreign, per 100	
lb. ....	14 00
Sheet zinc .....	15 00
Tin, ingots, 100 lbs. ....	50 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box .....	7 00
I O, 14x20 base .....	8 00
I X, 14x20 base .....	9 25
I X X, 14x20 base .....	9 25
"Dominion Crown Best"—Ret-	
ained. ....	7 00
I O, 14x20 base .....	8 25
I X, 14x20 base .....	9 50
I X X, 14x20 base .....	9 50
"Allaway's Best"—Standard	
Quality. ....	5 00
I O, 14x20 base .....	6 00
I X, 14x20 base .....	7 00
I X X, 14x20 base .....	7 00
Bright Cokes, Bessemer Steel.	
I C, 14x20 base .....	4 75
Terne Plates.	
I O, 20x28, 112 sheets .	9 00
I X, Terne Tin .....	9 40
Tinned Iron.	
72x80 up to 24 gauge,	
case lots .....	9 25
72x80 up to 26 gauge,	
case lots .....	9 75

Scrap Metal, Dealers' Buying	Prices—
Heavy Copper and Wire,	
lb. ....	0 12 ½
Light copper bottoms. .	0 10
Heavy red brass .....	0 09
Heavy yellow brass ..	0 08 ½
Light brass .....	0 07
Heavy lead .....	0 04
Tea lead .....	0 03 ½
Scrap zinc .....	0 05
No. 1 wrought iron. ....	6 00
Machinery cast scrap	
No. 1 .....	10 00
Stove plate .....	9 00
Malleable .....	9 00
Miscellaneous steel ....	6 00
Iron Pipe, per 100 feet—	
Black base, 1 inch .....	4 42
Galvanized base, 1 inch	6 63
Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 65; standard bushings, 70;	
headers, 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77 ½; malleable lipped unions,	
65; plugs, 60 and 10.	
Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45.	

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins .....	80 95
Chemicals, in casks, per lb.—	
Arsenate of lead .....	0 09
Sulphate of copper (blue	
stone) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07 ½
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09
Colors in Oil—	
Venetian red, 1 lb. tins,	
pure .....	0 16
Chrome, yellow, pure ..	0 24
Golden ochre, pure .....	0 15
French ochre, pure .....	0 14
Chrome green, pure .....	0 12
French permanent green,	
pure .....	0 16
Marine black, 25 lb.	
irons .....	0 08
Signwriters' black, pure	0 22
Glue, in sheets ...	0 10
1 lb. pkgs (Brantford). .	0 25
Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17 ½
Castor oil, per lb., in	
bbbs. ....	0 08
Motor Gasoline, single	
bbbs. ....	0 14
Benzine, per gal., single	
bbbs. ....	0 17 ½
Putty—	
Bulk, 100 lb. drums. .	2 60
Bladders in barrels ...	2 90
Ready Mixed Paints—	
Per gal., qt. tins 1 65	2 10
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt. ....	7 25
Genuine, 100 lb. kegs,	
per cwt. ....	7 62 ½
Shingle Stains—	
In 5-gallon buckets ...	1 15
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels .....	0 69
Linseed Oil, single bar-	
rel, raw .....	0 84
Linseed Oil, single bar-	
rel, boiled .....	0 87
Rosin, "G" grade, bbl.	
per 280 lbs. ....	7 00

## Varnishes, per gal. cans—

Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing ..	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 35
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90
White Lead—	
Canadian pure,	
ton lots ....	8 95 10 50
Canadian pure,	
les than tons 9 00	10 80.
Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. .	0 15
Pure, in 25-lb. irons (in	
oil) .....	0 14 ½
Window Glass—	
United Inches	
Star	D.D.
Under 26 .....	6 50 8 60
26 to 40 .....	7 00 10 00
41 to 50 .....	7 40 11 70
51 to 60 .....	8 00 12 00
61 to 70 .....	8 75 12 75
71 to 80 .....	9 50 13 85
81 to 85 .....	10 50 17 50
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c.	
Miscellaneous—	
Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 10
Pine tar, ½ pt. tins, doz.	0 60
Plaster of Paris, bbl. .	2 25
Paris white, bbls. ....	1 10
Whiting, gilders, bolted	1 00
Whiting, plain .....	0 90
HEAVY HARDWARE	
Anvils, Taylor-Forbes ...	0 05 ½
Chain—Proof coil, per 100 lb.: ½	
in., \$8.00; 5-16 in., \$5.35; ¾	
in., \$4.60; 7-16 in., \$4.30; 1	
in., \$4.05; 9-16 in., \$4.05; 1	
in., \$3.90; ¾ in., \$3.85; 1 in.,	
\$3.65; 1 in., \$3.45.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable,	
135 lbs. ....	9 85
Horse Nails—	
\$3.00 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	
Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	
Wire Nails, base .....	2 35
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-8 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	
Hay Baling Wire—No. 12 and 13,	
\$4; No. 13 ½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent.,	
other lengths 20c. per 100 lbs.	
extra.	
Clothes Line Wire—No. 19, \$2.95	
per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—45 p.c. off.	
Smooth Steel Wire—Base, \$2.30	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 75
Galvanized, plain twist 2 70	
Fence Staples—Bright, \$2.65; gal-	
vanized, \$3.00.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized .....	3 00
Plain .....	2 65
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50 5 00
Blacksmiths', 60; parallel, 45	
per cent.	

## GENERAL HARDWARE

Adzes—Carpenters'	
per doz. ....	12 50 14 00
Axes—Single bit,	
per doz. ....	6 75 9 00
Double bit, per	
doz. ....	10 50 12 50
Bench axes .....	9 00 12 00
Broad axes .....	22 75 25 00
Hunters' axes. ....	5 00 6 00
Boys' axes ..	5 75 6 50
Lathing	
hatchets ...	4 70 10 00
Shingle hatchets 1 45	6 75
Claw hatchets. 1 70	6 00
Barrel hatchets 5 50	6 85
Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
50, 10 and 2 ½ per cent.; B.B.	
caps, 50, 10 and 2 ½ per cent.;	
Centre Fire Pistol Cartridges, 20	
and 2 ½ per cent.; Centre Fire	
Sporting and Military Cart-	
tridges, 10 per cent.; Primers,	
10 and 2 ½ per cent.; Brass	
Shot Shells, 45 and 12 ½ per	
cent.; Shot Cartridges, discount	
same as ball cartridges.	
Crown Black Powder, "Sov-	
ereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 30	
and 10 per cent.	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net	
extras as follows: chilled 40c.;	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ½ c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47 ½; Clark's expansive,	
40. Jennings' Gen. auger, net	
list. Tobin High Speed, 50 and	
5; Tobin Never-Choke, 50 and 5.	
Barn Door Hangers—	
Double straphangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel track, 1 x 3-16 in.	
(100 ft.) .....	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
52 ½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent.	
Machine bolts, ¾ and less, 70	
per cent.	
Machine bolts, 7-16 and up,	
60 per cent.	
Plough Bolts, 55 and 10 per	
cent.	
Bolt Ends, 60 per cent.	
Blank Bolts, 57 ½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62 ½ per cent.	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12 ½ per cent.	
Coach Screws, new list, 75 and	
per cent.	
Nuts, square, all sizes, 4 ¼ c. per	
lb. off.	



Nuts, hexagon, all sizes 4 3/4 per lb. off.	Hammers—Tack, iron, doz. 0 35	Bag, Russian twine, per lb. 0 27	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Stove rods, per lb., 5 1/2 c. to 6 c.	Ladies' claw, handled, doz. 0 60	Wrapping, cotton, 3 ply twine 6 19	Tinners' Snips—35 per cent.
Stove bolts, 8 1/2 per cent.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 4-ply twine 0 21 1/2	Tinners' Trimmings—45 per cent. Plain and retinned, 72 and 5.
Bells—Door bells, push and turn, 45 and 10 per cent.	Adze eye, hickory handle 1 lb., doz. 6 25	Mattress twine, per lb. 0 45	Trimmings—Near 40 per cent.
Cow bells, 65 per cent.	Adze eye, straight claw, 1 lb., doz. 7 00	Staging twine, per lb. 0 35	Hawley & Norton, 57 1/2 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.	Farriers' hammers, 10 oz., doz. 5 50	Rivets and Burrs—Iron Rivets, black and tinned, 72 1/2.	Victor, 70 per cent.
Sleigh bells, body straps, each, \$1.15 up.	Tinners' setting, 1/2 lb., doz. 4 50	Iron Burrs, 72 1/2 per cent.	Oneida Jump (Star), 65 p.c.
Farm bells. No. 1, \$1.65.	Machinists', 1/2 lb., doz. 3 20	Copper Rivets, usual proportion burrs, 35 and 5 per cent.	Wheelbarrows—
Building Paper, Etc.—	Sledge, Canadian, 5 lbs. and over 0 06	Copper burrs only, 15 per cent.	Navy, steel wheel, dozen 23 50
Tarred slater's paper, per roll 0 95	Sledge, Masons, 5 lbs. and over 0 06	Rivet Sets—Canadian, 35 to 37 1/2 per cent.	Garden, steel wheel, doz. 36 00
O.K. paper, No. 1, per roll 0 95	Sledge, Napping, up to 2 lbs. 0 09	Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85	Wrought Iron Washers—Canadian, 45 per cent.
Plain Fibre, No. 1, per 400 ft. roll 0 50	Harvest Tools, 50 p.c.—	Mrs. Potts, No. 50, plated, per set 0 90	Wire Cloth—Painted Screen, in 160-ft. rolls, \$1.50 per 100 sq. ft.; in 50-ft. rolls, \$1.55 per 100 sq. ft.
Tarred Fibre, Cyclone, 25 lb., per roll 0 62	Samson, best quality, 40, 12 1/2 per cent.	Mrs. Potts, handles, japanned, per gross 9 00	Wire Door Mats—16 x 24, doz. \$9.00.
Dry Cyclone, 15 lbs. 0 50	Sidewalk and stable scrapers, net, \$2.25.	Common, plain 5 00	
Plain Surprise, per roll 0 42	Wood hay rakes, 40 and 10 per cent.	Common, plated 5 50	HOUSEFURNISHINGS
Resin sized Fibre, per roll 0 43	Lawn rakes, net.	Asbestos, per set 1 50	Stoves and Ranges—
Asbestos building paper, per 100 lbs. 3 50	Hinges—Blind, 50 per cent.	Sand and Emery Paper, 40 p.c.	Gas ranges, 50 per cent.
Heavy straw, plain and tarred, per ton 36 00	Heavy T and strap discount, 40 and 10 per cent.	Sash Weights—	Stoves and ranges, 50 and 5 per cent.
Carpet Felt, per 100 lbs. 2 60	Light T and strap, 70 p.c.	Sectional, 1/2 lb. each, per 100 lbs. 2 25	Furnaces, 45 per cent.
Tarred wool roofing felt, per 100 lb. 2 00	Screw hook and hinge, \$4.25, \$5.00.	Solid, 3 to 30 lbs. 1 60	Registers, 70 and 10 per cent.
Pitch, Boston or Sydney, per 100 lbs. 0 85	Crate hinges and back flaps, 65 and 5 p.c.	Sash Cord—No. 3, per lb. 0 30	Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.
Pitch, Scotch, per 100 lbs. 0 85	Chest hinges and hinge hasps, 65 p.c.	Screws—Wood, F. H., bright and steel 85 10 7 1/2 10	Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95.
Heavy Fibre, 32 and 60, 100 lbs. 2 00	Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.	Wood, R. H., bright 80 10 7 1/2 10	Flat rim enameled sinks 16x24, \$2.65; 18x30, \$3.10; 18x36, \$4.15.
2 ply Ready Roofing, per square 0 75	Hooks—Bright wire screw eyes, 60 p.c.	Wood, F. H., brass 75 10 10	Enameled Ware—White ware, 75 per cent.
3 ply Ready Roofing, per square 0 95	Bright steel gate hooks and staples, 40 p.c.	Wood, R. H., brass 70 10 10	London and Princess, 50 per cent.
2 ply complete, per roll 1 15	Iron screw hooks, 60 and 20 p.c.	Wood, F. H., bronze 70 10 10	Canada, Diamond, Premier, 50 and 10 p.c.
3 ply complete, per roll 1 35	Iron gate hooks and eyes, 60 and 20 p.c.	Wood, R. H., bronze 65 10 10	Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Liquid Roofing Cement, bbls., per gal. 0 17	Crescent hat and coat wire, 60 per cent.	Drive screws 65 10 10	Premier steel ware, 60 and 10 per cent.
Liquid Roofing Cement, tins 0 19	Stove pipe eyes, kitchen and square hooks, 60 p.c.	Set, case hardened 60 and 10	Premier steel ware, 60 and 10 per cent.
Crude Coal Tar, per barrel 4 50	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.	Square cap 50 and 05	Star decorated steel and white, 33 1/2 per cent.
Refined Coal Tar, tins, per doz. 1 25	Extension ladders, 15c. per foot up.	Hexagon cap 45	Hollow ware, tinned cast, 40 per cent. off.
Refined Coal Tar, per barrel 5 00	Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.00.	Bench, wood, per doz., \$5.00	Enameled street signs, 50 per cent.
Shingle Varnish, per bbl. 5 00	Lift Tubular and Single Plain, per doz., \$5.25.	Bench, iron, per doz., \$4.25	Copper Ware—Copper boilers, kettles, 50 p.c.
Caps, per lb. 0 05	Japanning, 50c. per dozen extra.	Screws (Machine)—	Copper tea and coffee pots, 50 per cent.
Nails, per lb. 0 05	Prism Globes, per dozen, \$1.20.	Flat head, iron and brass, 35 per cent.	Copper pitts, 30 and 5 per cent.
Mop, cotton, per lb. 0 17	Lamp wick, 50 per cent.	Fillister head, iron, 30; brass, 25 per cent.	Galvanized Ware—Dufferin pattern pails 42 1/2 per cent.
Butts—Plated, bower barff and nickel, 45 per cent.	Lawn Hose—Competition grade, 70 and 10.	Shovels and Spades—	Flaring pattern, 42 1/2 per cent.
Wrought brass, 45 per cent. off revised list.	Locks and Keys—Canadian 50 and 10 per cent.	Canadian No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.	Galvanized washtubs, 42 1/2 p.c.
Cast iron loose pin, 60 per cent.	Mallets—Tinmiths', 2 1/2 x 5 1/2 in., per doz. 1 65	No. 3 and 4 grade, 45 per cent.	Pieced Ware, 35 per cent.—
Wrought steel, fast joint and loose pin, 70 and 5 per cent.	Carpenters', round hickory, 6 in. 1 95	Soldering Irons—	Copper bottom tea kettles and boilers, 35 per cent.
Cement Portland bags per bbl. 1 55 1 63	Lignum Vitae, round, 5 inch 2 40	Base, per lb., 28 cents.	Coal hods, 40 per cent.
Cold Chisels, 5 x 6 in., doz. 2 20	Caulking, No. 8, oak 15 00	Sap Spouts—	Boiler and tea kettle pitts, 40 per cent.
Bevel edge, 1 inch, doz. 2 50	Mattocks—6 lb., 18 inch, \$6 doz.	Bronzed Iron with hooks, per 1,000 6 00	Stamped Ware—Plain, 72 1/2 and 5 per cent.
Conductor Pipe—	Picks, 6 to 7 lb., \$4.65 doz.	Eureka tinned steel hooks, per 1,000 8 00	Retinned, 72 1/2 and 5 per cent.
2 inch, in 10 ft. lengths 3 45	Pick handles, \$1.85 dozen.	Staples—	Silverware—Holloware, 40, flatware, 40 and 10.
3 " " 4 20	Prospectors' hammers, 16 1/2 c. per lb.	Poultry netting, 100 lbs. 6 70	Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London, and St. Marys, 40 per cent.; f.o.b. Ottawa, ston and Montreal, 37 per cent.
4 " " 5 53	Drilling hammers, 6 cents per lb.	Bed, 100 lbs., No. 14 6 75	Washing Machines—
5 " " 7 60	Crowbars, 3 3/4 cents per lb.	Blind, per lb. 0 12	Dowdell 5 00
6 " " 9 25	Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.	Coopers' staples, 45 per cent.	New Century, Style A 9 00
Door Knobs—Canadian, 45 per cent.	Davidson oilers, 45 p.c.	Bright spear point, 75 per cent.	Ideal Power 16 00
Porcelain, mineral and jet knobs, net list, plus 5c.	Zinc and tin, 45 p.c.	Stovepipes—	Stephenson (net) 6 00
Door Sets—Canadian, 50 per cent.	Coppered oilers, 45 p.c.	5 & 6 in., per 100 lengths 8 50	Puritan Motor 16 00
Door pulls, 60 per cent.	Brass oilers, 45 p.c.	7 inch, per 100 lengths 9 00	Low Pressure Water
Door Hangers (Parlor)—	Malleable, 25 p.c.	Nestable, 40 per cent.	Motor Washer 16 00
Single sets, each 1 80	Planes—Wood bench, Canadian, 15, American, 25 p.c.	5 and 6-inch elbows, per doz. 1 46	Connor Ball Bearing, with rack 10 25
Double sets, each 3 25	Wood, fancy, 30 to 35 per cent.	7 inch elbows, per doz. 1 64	I X L 10 00
Unbreakable rail, 100 feet 5 00	Rope and Twine—	Thimbles, 70 p.c.	Gem 8 75
Draw Knives	Sisal rope 0 10 1/2	Carpet Tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers' bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	Wringers—
Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.	Cotton, 3-16 inch and larger 0 21	Royal Canadian, 11 in., doz. 45 25	Eze, 10 in. 51 75
Eavetrough—	Russia Deep Sea 0 23	Bicycle, 11 inch 56 25	Trojan, 12 inch 100 00
8 in. in 100 ft. lengths 3 02	Jute 0 12 1/2	Unexcelled, 104-E 72 00	Favorite 511E and 521E 57 75
10 " " 3 30	Lath Yarn, single 0 08 3/4	Domestic 531E and 541E 63 00	Challenge 311E and 321E 51 00
12 " " 3 88	Lath Yarn, double 0 09 1/2	Ottawa 331E and 341E 56 25	Sunlight 111E and 121E 44 25
15 " " 5 53	Sisal bed cord, 48 feet, per doz. 0 72	Sunlight 111 42 00	Royal Canadian 151 45 25
Factory Milk Cans—	Sisal bed cord, 60 feet, per doz. 0 90	Discount, 20 p.c.	
Milk cans and pails, 35 p.c.	Sisal bed cord, 72 feet, per doz. 1 08		
Hand delivery and creamery cans, 35 p.c.	Cotton clothes line, 18 off.		
Railroad and cream cans and taps, 40 and 12 1/2 p.c.			
Creamery trimmings, 20.			
Files and Rasps—			
Disston's, Great Western, American, Kearney & Frost, Globe, all 75; Black Diamond 66 2-3, and Nicholson 66 3/4; Jowett's (English list) 27 1/2, Delta 65.			



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

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Dominion Register Co., Toronto.

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Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

## ADZES

Allan Hills Edge Tool Co., Galt.

## ALABASTINE

The Alabastine Co., Paris, Ont.

## ALUMINUM

Northern Aluminum Co., Toronto.  
**ALUMINUM WARE**  
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J. Samuels, Toronto, Ont.  
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Sheet Metal Products Co., Toronto.  
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E. T. Wright Co., Ltd., Hamilton.

## AUGERS—Post Hole

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Hope.

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C. A. Myer Co., Chicago, Ill.

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**AXES—Safety Pocket and Belt**  
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Welland Vale Mfg. Co., St. Cath-  
arines.

Allan Hills Edge Tool Co., Galt.

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**BAKE AND PASTRY BOARDS**  
Wm. Cane & Son, Newmarket.  
Stratford Mfg. Co., Stratford.

Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

## BALE TIES

Laidlaw Bale-Tie Co., Hamilton.  
Stanley Works, New Britain, Conn.

**BARBELS—Gasoline Storage**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**BARN DOOR HANGERS**  
Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

## BAES AND SHUTTERS

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BARN EQUIPMENT

Beatty Bros., Fergus, Ont.  
Steel Trough & Machine Co.,  
Tweed.

## BASKETS—Clothes

Meakins & Sons, Hamilton.

## BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.  
Kinzinger & Bruce, Niagara Falls.

Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Ship-gong Bells and Pulls**  
James Morrison Brass Mfg. Co.,  
Toronto.

## BELLS—Door

Springer Lock Mfg. Co., Belleville.

## BELLS—Farm

Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

## BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

## BELTING—Rubber

Gutta Percha & Rubber Ltd., To-  
ronto.

## BELTING—Leather

Sadler & Haworth, Montreal.

## BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

## BITS

McKinnon Dash Co., St. Catharines.

## BLOCKS—Chain Hoisting

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BOAT TRIMMINGS

McKinnon Dash Co., St. Catharines.

## BOILERS—Kitchen Range

Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## BOILERS AND RADIATORS

Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

Pease Foundry Co., Toronto.  
Taylor-Forbes Co., Guelph.

## BOLTS—Door and Window

Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

## BOLTS AND NUTS

Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.

## BOX OPENERS

Charles Morrill, New York, N.Y.

## BRACES AND BITS

E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
Britain, Conn.

North Bros. Mfg. Co., Philadelphia.

## BRACKETS—Shelf

Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

## BRASS GOODS

Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.

Kinsinger, Bruce & Co., Niagara  
Falls.

## BREAST DRILLS

North Bros. Philadelphia  
Stanley Rule & Level Co., New  
Britain, Conn.

## BRICK AND TILE BLOCK

MACHINES  
Exeter Mfg. Co., Exeter.

## BRUSHES

Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.  
Sanderson Percy & Co., Toronto.

## BUCKLES

McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

## BURLAPS

Scythes & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

## BUILDERS' HARDWARE

Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.

Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

National Hardware Co., Orillia.  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

Bommer Brothers, New York.  
Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St.  
Catharines.

Chicago Spring Butt Co., Chicago.  
Springer Lock Mfg. Co., Belleville.

## BURNERS

Ontario Lantern & Lamp Co., Ham-  
ilton.

James Morrison Brass Mfg. Co.,  
Toronto.

## BUTCHER KNIVES

Arch. McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

## BUTTS—Spring

Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.

Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

## BUTTS AND HINGES

Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.

Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.

**CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.

McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.

## CAMP STOVES

Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.

James Stewart Mfg. Co., Wood-  
stock.

## CANS—Milk

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## CANT HOOKS

Lachute Shuttle Co., Lachute Mills,  
Que.

## CARBON LAMPS

Canadian Sunbeam Electric Co.,  
Toronto.

Canadian Tungsten Lamp Co.,  
Hamilton.

## CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

## CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chi-  
cago.

## CARTRIDGES—Metallic

Remington Arms—Union Metallic  
Cartridge Co., Windsor.

Dominion Cartridge Co., Montreal.

## CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd.,  
St. Catharines.

Springer Lock Mfg. Co., Belleville.

## CASTERS—Stove and Range

Chicago Hardware Foundry Co.,  
Chicago, Ill.

Moffat Stove Co., Weston.

## CATTLE LEADERS

Taylor-Forbes Co., Guelph.

## CHAIN BOLTS

Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

## CHAIR LADDERS

Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

## CHAIN

Anti-skid, Coll. Cow-tie, Halter,  
Trace, Hammock, Logging.

McKinnon Chain Co., Buffalo, N.Y.

## CHAIN—Brass & Copper

James Morrison Brass Mfg. Co.,  
Toronto.

## CHAINS—Steel

Steel Co. of Canada, Hamilton.  
B. Greening Wire Co., Hamilton.

## CHALK

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

## CHIMNEY TOPS

Gurney Foundry Co., Toronto.

## CHISELS—Wood

Allan Hills Edge Tool Co., Galt.

## CHURNS—Barrel or Revolving

Beatty Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.

Cummer-Dowswell Co., Hamilton.  
Maxwells, Ltd., St. Mary's.

## CLAMPS

Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.

## CLOCKS

Western Clock Mfg. Co., La Salle,  
Ill.

## CLOTHES DRESSERS

James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

## CLOTHES LINE PULLEYS

Taylor-Forbes Co., Guelph.

## CLOTHES MANGLES

Cummer Dowswell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

## CLOTHES BARS AND BACK

Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.

## CLOTHES LINE PROPS

McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

## CLOTHES LINE WIRE

Steel Co. of Canada, Ltd., Ham-  
ilton.

## CLOTHES REELS

Taylor-Forbes Co., Guelph.

## CLOTHES PINS

Wm. Cane & Sons Co., Newmarket.

## COAL CHUTES

Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.

Steel Trough & Machine Co.,  
Tweed.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

## COAL SCREENS

Canada Wire & Iron Goods Co.,  
Hamilton.

## COBBLER SETS

Taylor-Forbes Co., Guelph.

## COMPASSES

Marble Arms & Mfg. Co., Glad-  
stone, Mich.

## CONCRETE BLOCK MACHINES

James Stewart Mfg. Co., Wood-  
stock.

## CONDUCTOR PIPE

See Eavetrough.

## COPPER WARE

Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

## CORDAGE AND TWINE

Scythes & Co., Toronto.  
Consumers Cordage Co., Montreal.

## CORNICE BRAKES

Steel Bending Brake Works,  
Chatham.

Brown Boggs Co., Hamilton.

## COTTER PINS

Steel Co. of Canada, Ltd., Hamil-  
ton.

## COTTON DUCK AND WASTE

Scythes & Co., Toronto.

## COUNTERS

Walker Bin & Store Fixture



**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

The Pedlar People, Oshawa.

#### CURRY COMBS

Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

#### CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

#### CUTLERY

Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara  
Falls, Ont.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

Sanderson Pearey & Co., Toronto.

#### CUT SOLES

Beardmore & Co., Toronto.

#### DAMPERS

Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.  
**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

#### DISINFECTANTS

Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co.,  
Berlin.

Cameron & Campbell, Toronto.

#### DISPLAY RACKS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### DIES

Armstrong Mfg. Co., Bridgeport,  
Conn.

#### DOOR CHECKS

Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

**DOOR HANGERS**—Parlor

Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

**DOOR MATS**—Cocoa Fibre

Meakins & Sons, Hamilton.

**DOOR MATS**—Rubber

Gutta Percha & Rubber, Ltd., To-  
ronto.

**DOOR MATS**—Wire

Kuhne & Anderson, Port Hope.

Canada Wire & Iron Goods Co.,  
Hamilton.

Barton Netting Co., Windsor.

**DOORS AND WINDOWS**

McFarlane-Douglas Co., Ottawa.

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### DRAW KNIVES

Allan Hills Edge Tool Co., Galt.

**DRILLS**—Breast and Bench

North Bros. Mfg. Co., Philadel-  
phia.

#### DRY COLORS

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.

Brandram-Henderson, Ltd., Mont-  
real.

A. Ramsay & Son, Montreal.

Sanderson Pearey & Co., Toronto.

**DRIVE WELL POINTS**

Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**

Tarbox Bros., Toronto.

**EAVEROUGH AND CONDUCT-**

**OR PIPE**

Metal Shingle & Siding Co., Pres-  
ton.

Thomas Davidson Mfg. Co., Mont-  
real.

McFarlane-Douglas Co., Ltd., Ot-  
tawa.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

A. Welch & Son, Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

E. T. Wright Co., Ltd., Hamil-  
ton.

Sarnia Metal Products Co., To-  
ronto.

#### EDGE TOOLS

Allan Hills Edge Tool Co., Galt.

James Smart Mfg. Co., Brockville.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Welland Vale Mfg. Co., St. Cath-  
arines.

#### EGG CRATES

Wm. Cane & Son, Newmarket.

**ELECTRIC FLASHLIGHTS**

Canadian Ever Ready Works, To-  
ronto.

Interstate Electric Novelty Co.,  
Toronto.

Metal Specialties Co., Chicago, Ill.

**ELECTRIC LIGHT FIXTURES**

James Morrison Brass Mfg. Co.,  
Toronto.

Barton Netting Co., Windsor.

**ELECTRIC IRONS, ETC.**

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

Chicago Flexible Shaft Co., Chi-  
cago.

Landers, Frary & Clark, New  
Britain, Conn.

Duncan Electric Co., Montreal.

Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**

Northern Electric Co., Montreal.

Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

Ontario Lantern & Lamp Co.,  
Hamilton.

**ELECTRIC MANTEL GRATES**

Radiant Electric Co., Grimsby.

Barton Netting Co., Windsor.

**ELECTRIC RADIATORS**

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC RANGES**

Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallace-  
burg.

Renfrew Electric Mfg. Co., Ren-  
frew.

**ELECTRIC BATTERIES**

Canadian Fairbanks-Morse Co.,  
Montreal.

Radiant Electric Co., Grimsby.

**EMERY GRINDERS**

James Morrison Brass Mfg. Co.,  
Toronto.

**EMERY POWDER**

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.

**ENAMEL SIGNS**

McClary Mfg. Co., London.

**ENAMELED WARE**

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

Stamped & Enameled Ware, Hes-  
peler.

**ESCUTCHEON PINS**

Steel Co. of Canada, Ltd., Hamil-  
ton.

**EXPANSION BOLTS**

Richards-Wilcox Canadian Co.,  
London.

**EXPRESS WAGONS**—Boys'

Canadian Buffalo Sled Co., Pres-  
ton.

Gendron Mfg. Co., Toronto.

**EXTENSION LADDERS**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toron-  
to.

**FARM TANKS**

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FARM TROUGHS**

Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FASTENERS**—Door, Sash

Canadian Yale & Towne, Ltd., St.  
Catharines.

Taylor-Forbes Co., Guelph.

**FENCING**—Woven Wire

McGregor Banwell Fence Co., Wal-  
kerville.

Steel Company of Canada, Hamil-  
ton.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

Canadian Steel & Wire Co., Ham-  
ilton.

**FENCING**—Picket Wire

McFarlane Ladder Works, Toron-  
to.

**FILES AND RASPS**

Henry Disston & Sons, Toronto.

Nicholson File Co., Port Hope.

G. & H. Barnett Co., Philadelphia.

Simonds Canada Saw Co., Mont-  
real.

**FILTERS**—Water and Oil

James Morrison Brass Mfg. Co.,  
Toronto.

**FIREPROOF DOORS AND WIN-**

**DOWS**

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

#### FIREPLACE GRATES

Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville.

N.B.

Barton Netting Co., Windsor.

James Stewart Mfg. Co., Wood-  
stock.

Taylor-Forbes Co., Guelph.

Canada Wire & Iron Goods Co.,  
Hamilton.

**FIRE BUCKET TANKS**

Metal Shingle & Siding Co., Pres-  
ton.

A. B. Ormsby Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**FIRE DOOR HARDWARE**

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Pres-  
ton.

**FIRE EXTINGUISHERS**

Metal Shingle & Siding Co., Pres-  
ton.

**FLAGS**

Scythes & Co., Toronto.

J. J. Turner & Son, Peterboro.

**FLOOR AND WALL THIMBLES**

Metal Shingle & Siding Co., Pres-  
ton.

**FORCE CUPS**—Rubber

Gutta Percha & Rubber, Ltd., To-  
ronto.

**FOUNDRY SUPPLIES**

B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,  
Hamilton.

**FORKS**—Hay

Welland Vale Mfg. Co., St. Cath-  
arines.

**FOOD CHOPPERS**

Maxwells, Ltd., St. Mary's.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

McClary Mfg. Co., London.

**FOOT WARMERS**

Chicago Flexible Shaft Co., Chi-  
cago.

**FURNACES**—Plumbers'

James Morrison Brass Mfg. Co.,  
Toronto.

**FURNACES**—Hot Air

Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-  
ton.

Can. Heat & Vent. Co., Owen  
Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespeler.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Wood-  
stock.

**FURNITURE SLIDES**

Onward Mfg. Co., Berlin.

**GALVANIZED IRON**

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

B. & S. H. Thompson, Montreal.

M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

Sarnia Metal Products Co., To-  
ronto.

McFarlane-Douglas Co., Ottawa.

A. Welch & Son, Toronto.

**GALVANIZED NETTING**

B. Greening Wire Co., Hamilton.

**GARAGES**—Metal

The Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
ton.

**GARBAGE CANS**

Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamil-  
ton.

Steel Trough & Machine Co.,  
Tweed.

**GARDEN AND PARK SEATS**

Stratford Mfg. Co., Stratford.

**GARDEN HOSE**

Gutta Percha & Rubber, Ltd., To-  
ronto.

**GAS IRONS**

McClary Mfg. Co., London.

#### GAS OVENS

Fairgrieve Metal & Stamping Co.,  
Toronto.

#### GAS RANGES

Burrow, Stewart & Milne, Hamil-  
ton.

Bowes, Jamieson, Ltd., Hamilton.

Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.

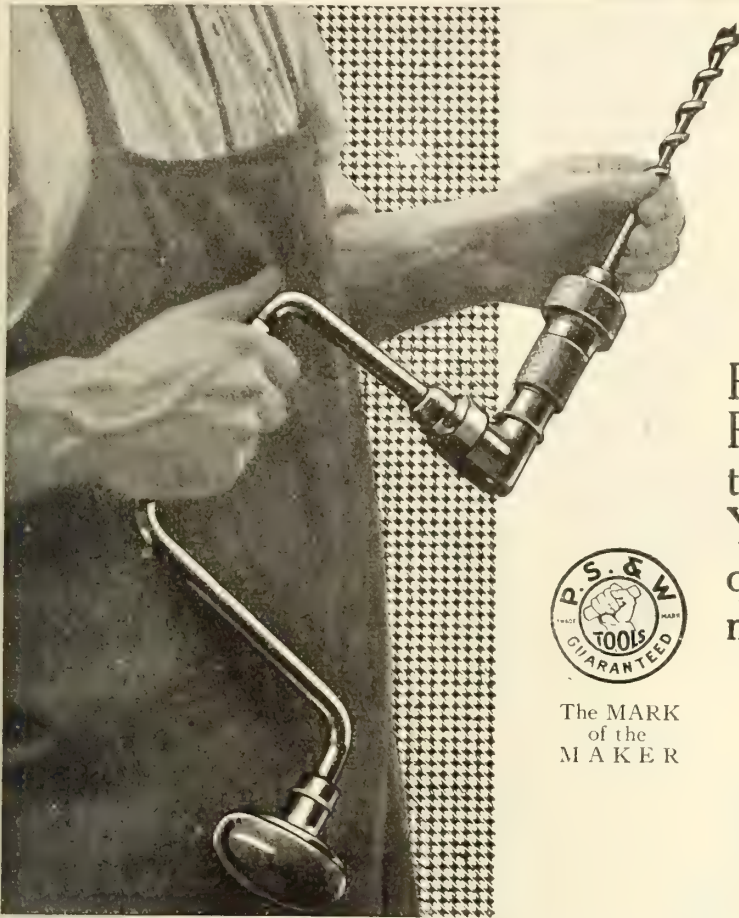
D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Wood-  
stock.

Supreme Heating Co., Welland.





## Seeing is Believing

Put a Samson ball-bearing or a Peck ratchet brace in your customer's hand. Don't say a word. You can count on PEXTO quality, design and reputation to make the sale.



The MARK  
of the  
MAKER

The Peck, Stow & Wilcox Company

MFRS. Mechanics' Hand Tools, Tinmiths' and Sheet Metal  
Workers' Tools and Machines, Builders' and General Hardware

SOUTHINGTON, CONN.

CLEVELAND, OHIO

***A Pexto Sale Paves the Way  
for a Dozen More***

### KIR-BEN FURNACE GAS RING

Kir-Ben, Ltd., Almonte, Ont., recently devised a gas ring for use in all sizes of their "Kir-Ben" furnaces. A large number of them in use last winter gave every satisfaction. This gas ring can be installed at any time, but as the work on installation is somewhat less if done when furnace is put in, all furnaces in natural gas districts especially should have gas rings fitted at time of installing furnace.

The Kir-Ben gas ring is a separate part, designed to give the highest efficiency, and requires no change whatever in any part of the furnace itself. The ring is placed between the ashpit and firepot, and is so ar-



anged that either coal or gas may be used independent of the other. Gas may be used to kindle the coal fire, or to quicken up a low fire. The ring is divided into two working sections, cast in one solid piece, and either half or all may be used at one time. For spring and fall this feature is specially useful.

The flames shoot downward and out from under a projecting ledge. The gas holes are so located that they cannot become clogged from ashes or action of coal fire. The Kir-Ben gas ring occupies no extra space, does not interfere with any other part of the furnace, and is always ready for use, summer or winter. There

is no need for a plumber or steamfitter; simply turn on the gas.

Operating the burner, from a few minutes to an hour, according to conditions and size of furnace, or room, will take the chill off a living or sleeping room at an expense varying from one to five or six cents.

### THE BUSINESS GAME AS I SEE IT

#### Observations of the Delivery Boy.

The rolling stone has nothing on the changing clerk.

If cleanliness is next to godliness, some clerks are a long way from heaven.

The clerks who find advancement the hardest are those who are always looking for a soft snap.

The clerk who is cold in his dealings with customers, is the fellow who put the "ice" in service.

I'm not surprised at some clerks having sore eyes when I consider how they strain them watching the clock.

When you become too particular about the crease staying in your trousers, the boss becomes less particular about you staying in his employ.

When a pretty girl comes in at the door, profit generally flies out at the window—if she happens to come in to buy bulk candy. It's all right to be generous, but not at your employer's expense.

It's a good thing to make customers feel at home, but why not look that way yourself? Instead of running around the store with your hat on, hang it up as if you intended to stay a while.

Clerks who wish they could change places with the boss think only of the bright side and not of the dark features—such as having a draft come due when his bank account is at the zero mark.



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.  
**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.  
 Chicago Spring Butt Co., Chicago.

**HOCKEY STICKS**

Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HORSE CLIPPING MACHINES**

B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**

Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**

Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**

Invincible Renovator Co., Toronto.

Onward Mfg. Co., Berlin.

**HOSE REELS**

Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**

Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**

Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**

McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**

James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**

M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.

Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**

Taylor-Forbes Co., Guelph.

**KEY BLANKS**

Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**

E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., South-  
 ington, Conn.

KNIVES—Planer, Paper-cutting  
 Simonds Canada Saw Co., Mont-  
 real.

Henry Disston & Sons, Toronto.

**LADDERS**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**

Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS—Incandescent**

Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co.,  
 Hamilton.

Thos. Davidson Mfg. Co., Mont-  
 real.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Mont-  
 real.

Ontario Lantern & Lamp Co.,  
 Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**

Canadian Yale & Towne, Ltd., St.  
 Catharines.

Richards-Wilcox Canadian Co.,  
 London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**

James Morrison Brass Mfg. Co.,  
 Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co.,  
 Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co.,  
 Tweed.

**LAWN FENCING**

McGregor Banwell Fence Co., Wal-  
 kerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha & Rubber, Ltd., To-  
 ronto.

LAWN SEATS AND SWINGS

Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Pres-  
 ton.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co.,  
 Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., To-  
 ronto.

**LEAD PIPE**

Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New  
 Britain, Conn.

**LEATHER—Soles, Etc.**

Beardmore & Co., Toronto.

**LINOLEUMS**

Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Mont-  
 real.

McClary Mfg. Co., London.

Sheet Metal Products Co., To-  
 ronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Clevel-  
 and, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St.  
 Catharines.

Springer Lock Mfg. Co., Belle-  
 ville.

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**

Stanley Rule & Level Co., New  
 Britain, Conn.

MANUAL TRAINING BENCHES

Richards-Wilcox Canadian Co.,  
 Ltd., London.

**MANGLES**

Cummer-Dowswell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co.,  
 Tweed.

**MARINE SUPPLIES**

James Morrison Brass Mfg. Co.,  
 Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co.,  
 Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Cath-  
 arines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co.,  
 Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

M. & L. Samuel, Benjamin & Co.,  
 Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

METAL CEILINGS AND WALLS

McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.

Sarnia Metal Products Co., To-  
 ronto.

Metal Shingle & Siding Co., Pres-  
 ton.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co.,  
 Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**

Meakins & Sons, Hamilton.

METAL GARAGES AND SILO

ROOFS

Metal Shingle & Siding Co., Pres-  
 ton.

Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
 ton.

Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**MIRRORS**

Toronto Plate Glass Imp. Co., To-  
 ronto.

Consolidated Plate Glass Co., To-  
 ronto.

Kinsinger & Bruce Co., Niagara  
 Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**

Stanley Rule & Level Co., New  
 Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**NAILS (Cut)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamil-  
 ton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., To-  
 ronto.

Imperial Steel & Wire Co., Colling-  
 wood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw-Baile Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamil-  
 ton.

Canadian Yale & Towne, Ltd., St.  
 Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**

Landers, Frary & Clark, New  
 Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co.,  
 Chicago, Ill.

**OAKUM**

A. Ramsay & Son Co., Montreal.

Seythes & Co., Toronto.

James Morrison Brass Mfg. Co.,  
 Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

**OILS—Bottled**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

OIL AND GASOLINE TANKS

Steel Trough & Machine Co.,  
 Tweed.

Thos. Davidson Mfg. Co., Mont-  
 real.

Sheet Metal Products Co., Toron-  
 to.

Metal Shingle & Siding Co., Pres-  
 ton.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Mont-  
 real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

James Stewart Mfg. Co., Wood-  
 stock.

**OIL STORAGE SYSTEMS**

S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co.,  
 Tweed.

Wayne Oil Tank & Pump Co.,  
 Woodstock.





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Dealers find its quality brings in the repeat business that spells profits. Buyers find its quality justifies its use under conditions that require the maximum of durability, beauty and spreading capacity.

*Write us regarding your sorting requirements*

**A. Ramsay & Son Co.**

Established 1842 MONTREAL

Branches at 167 Rendre St. W., Vancouver,  
B.C.; 48 Colborne St., Toronto



RAMSAY'S

THE RIGHT PAINT TO PAINT RIGHT  
NEVER LEFT ON YOUR SHELVES

## DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods you sell. There's a bigger profit in "repeat sales" from a truly high class article than there is from any other kind. When you sell PAINT—Sell Moore's.

**MOORE'S  
PURE LINSEED OIL  
PAINTS**

*The kind that keeps on selling*

*We ask dealers who are interested in getting and giving the best in the trade, to inquire from us.*

**Benj. Moore & Co., Limited**

THE SQUARE  
DEAL PEOPLE

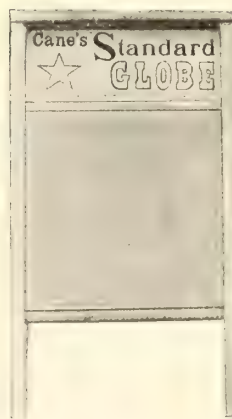
Mfrs. of Paints and Varnishes  
West Toronto

"It's an ill wind that blows no good"

## Aluminum or Zinc

### The War

has raised the price of zinc and consequently the price of washboards—BUT the BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.



Aluminum is less liable to crack, split or carry defects that will tear the clothing being washed on it, and it presents a much brighter appearance than zinc, and is more attractive on that account.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at THE SAME PRICE AS THAT OF ZINC ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

**The Wm. Cane & Sons Co.**

Limited  
Newmarket - Ontario



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Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.  
**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.  
**PLUMBER BOBS**  
Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.  
**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.  
**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.  
**POLISHING BRUSHES**  
Boeckh Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.  
**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.  
**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.  
McGregor Banwell Fence Co., Walkerville.  
**PULLEYS**  
Canadian Fairbanks-Morse Co., Montreal.  
Taylor-Forbes Co., Guelph.  
**PUMPS**  
Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.  
Beatty Bros., Fergus, Ont.  
Heller-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.  
**RAKES**  
Welland Vale Mfg. Co., St. Catharines.  
**RASPS**  
Nicholson File Co., Port Hope.  
**RAZORS**  
Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.  
**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.  
Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Sanderson-Harold Co., Paris.  
**REGISTERS—Hot Air Furnace**  
Canadian Heating & Ventilating Co., Owen Sound.  
Burrow, Stewart & Milne, Hamilton.  
Clare Bros., Preston.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.  
James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.  
Tuttle & Bailey Mfg. Co., Bridgeburg.  
Hamilton Stove & Heater Co., Hamilton.  
**RIVETS**  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.  
**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.  
**ROD COUPLINGS**  
Otterville Mfg. Co., Otterville.  
**ROPE**  
Scythens & Co., Toronto.  
Consumers' Cordage Co., Toronto.  
**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.  
**ROOFING (Prepared)**  
Brantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.  
Canadian Supply & Contracting Co., Toronto.  
**ROOFING SUPPLIES**  
E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.  
**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.  
**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.  
**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.  
**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.  
**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.  
**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.  
H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.  
**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.  
Chicago Hardware Foundry Co., Chicago, Ill.  
**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.  
J. & J. Taylor Safe Works, Toronto.  
**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.  
Auto-Strip Safety Razor Co., Toronto.  
**SALAMANDERS**  
Gurney Foundry Co., Toronto.  
**SANDPAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.  
**SANITARY CLOSETS**  
Superior Mfg. Co., Hagersville.  
Steel Trough & Machine Co., Tweed.  
**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.  
Taylor-Forbes Co., Guelph.  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
**SASH CENTRES**  
Taylor-Forbes Co., Guelph.  
**SASH LIFTS**  
Stanley Works, New Britain, Conn.  
**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.  
**SASH WEIGHT—Lead**  
Canada Metal Co., Toronto.  
**SAWS**  
E. C. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Montreal.  
Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.  
**SAW HORSES—Folding**  
McFarlane Ladder Works, Toronto.  
**SAW SETS**  
Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.  
Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.  
E. C. Atkins & Co., Hamilton.  
**SCALES—Weighing**  
Canadian Fairbanks-Morse Co., Montreal.  
Burrow, Stewart & Milne, Hamilton.  
**SCRAPERS**  
Stanley Rule & Level Co., New Britain, Conn.  
Measford Wheelbarrow Co., Measford.  
Taylor, Forbes Co., Guelph.  
**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.  
**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.  
**SCREEN DOORS AND WINDOWS**  
Sanderson-Harold Co., Paris.  
**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.  
**SCREWS**  
P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.  
**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.  
**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**  
Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.  
North Bros. Mfg. Co., Philadelphia.  
Stanley Rule & Level Co., New Britain, Conn.  
**SCREW PLATES**  
Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.  
**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.  
**SHEARS—Sheet Metal**  
Fack, Stow & Wilcox Co., Cleveland, Ohio.  
**SHEET METAL SPECIALTIES**  
Burrows Mfg. Co., Toronto.  
Fairgrave Metal & Stamping Co., Toronto.  
Soren Bros., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.  
Walker Bin & Store Fixture Co., Berlin.  
**SHELF SUPPORTS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.  
**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.  
**SHOT**  
Steel Co. of Canada, Hamilton.  
**SHOTGUNS—Repeating**  
Remington Arms U.M.C. Co., Windsor.  
**SHOT SHELLS**  
Remington Arms U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.  
**SHOVELS AND SPADES**  
Lundy Shovel & Tool Co., Peterboro.  
Canadian Shovel & Tool Co., Hamilton.  
**SILVERWARE**  
Canadian Rogers Co., Toronto.  
Oneida Community, Ltd., Niagara Falls, Ont.  
**SKATE STRAPS**  
G. L. Griffith & Son, Stratford.  
Owen Sound Steel Press Co., Owen Sound.  
**SKYLIGHTS**  
Metal Shingle & Siding Co., Preston.  
Wheeler & Bain, Toronto.  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg, Man.  
**SLEDGES**  
Taylor-Forbes Co., Guelph.  
**SLEDS**  
Canadian Buffalo Sled Co., Preston.  
Richards-Wilcox Canadian Co., Ltd., London.  
Gendron Mfg. Co., Toronto.  
**SNOW SHOVELS**  
Canadian Buffalo Sled Co., Preston.  
Sheet Metal Products Co., Toronto.  
Canada Steel Goods Co., Hamilton.  
**SOAP URNS**  
Chas. Morrill, New York, N.Y.  
**SOLDER**  
Canada Metal Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McClary Mfg. Co., London.  
**SOLDERING IRONS**  
Brown-Boggs Co., Hamilton.  
**SPIKES**  
Steel Co. of Canada, Hamilton.  
**SPOKESHAVES**  
Stanley Rule & Level Co., New Britain, Conn.  
**SPONGES**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
**SPORTING GOODS**  
Dominion Cartridge Co., Montreal.  
Marble Arms Mfg. Co., Gladstone, Mich.  
**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Montreal.  
**SPRAYERS**  
Sherwin-Williams Co., Montreal.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
Canadian Fairbanks-Morse Co., Montreal.  
Specialty Mfg. Co., Grimsby.  
**SPRINGS AND AXLES**  
Guelph Spring & Axle Co., Guelph.  
Taylor-Forbes Co., Guelph.

**SPRING HINGES**  
Pommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.  
**SPRINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co., Toronto.  
**SPRINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co., Toronto.  
**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New Britain, Conn.  
**STALLS, STANCHIONS, AND COWBOWLS—Metal**  
Metal Shingle & Siding Co., Preston.  
Steel Trough & Mfg. Co., Tweed.  
Beatty Bros., Fergus.  
**STAIR PLATES**  
Steel Equipment Co., Ottawa.  
**STAPLES**  
Steel Co. of Canada, Hamilton.  
Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Gananoque.  
Laidlaw Bale-Tie Co., Hamilton.  
**STORAGE BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.  
**STORM WINDOW HINGES**  
Watrous Acme Mfg. Co., Des Moines, Iowa.  
**STEEL RULES—Machinists'**  
Lufkin Rule Co. of Canada, Windsor.  
**STEP LADDERS**  
McFarlane Ladder Works, Toronto.  
Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.  
**STOVE TRIMMINGS**  
Radiant Electric Co., Grimsby.  
**STOVES AND RANGES**  
Bowers, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.  
Burrow, Stewart & Milne, Hamilton.  
Canadian Heating & Ventilating Co., Owen Sound.  
Copp Stove Co., Fort William.  
Clare Bros. & Co., Preston.  
Thos. Davidson Mfg. Co., Montreal.  
Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville, N.B.  
Specialty Mfg. Co., Grimsby.  
Findlay Bros., Carleton Place.  
Gurney Foundry Co., Toronto.  
Hall Zryd Foundry Co., Hespeeler.  
Hamilton Stove & Heater Co., Hamilton.  
Kir-Ben, Ltd., Almonte.  
McClary Mfg. Co., London.  
D. Moore Co., Hamilton.  
Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Woodstock.  
Harrison Stove Co., Harrison.  
Supreme Heating Co., Welland.  
**STOVE BOARDS**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright & Co., Hamilton.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.  
**STOVE PIPE DAMPERS**  
Eureka Damper Co., Montreal.  
Taylor-Forbes Co., Guelph.  
**STOVE PIPE SUNDRIES**  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.  
**STOVE AND RANGE CASTERS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
Moffat Stove Co., Weston.  
**STOVE POLISH**  
Duncan Electric Co., Montreal.  
Nickel-Plate & Stove Polish Co., Windsor, Ont.  
**STOCKS AND DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.  
**STOVE LADDERS**  
Richards-Wilcox Canadian Co., London.  
Milbradt Mfg. Co., St. Louis, Mo.  
**STORE FRONTS—Metal**  
Consolidated Plate Glass Co., Toronto.  
**SWINGS—Lawn**  
Stratford Mfg. Co., Stratford.  
**TABLE CUTLERY**  
Arch. McFarlane, Montreal.  
Oneida Community, Oneida, N.Y.  
Canadian Rogers Co., Toronto.  
**TACKS**  
Steel Co. of Canada, Hamilton.  
Parmenter Bulloch Co., Gananoque.  
**TANKS**  
Metal Shingle & Siding Co., Preston.



**Wayne Oil Tank & Pump Co.**, Woodstock.  
**Steel Trough & Machine Co.**, Tweed.  
**TANK AND SILO TUGS**  
 Otterville Mfg. Co., Otterville.  
**TAPES—Measuring**  
 Luffkin Rule Co. of Canada, Windsor.  
**TUB STANDS**  
 Otterville Mfg. Co., Otterville.  
 J. H. Connor & Son, Ottawa.  
**TENTS AND AWNINGS**  
 Smart-Woods Co., Ottawa.  
**THERMOMETERS**  
 James Morrison Brass Mfg. Co., Toronto.  
**TINSMITHS' MACHINERY**  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
**TIN BENDING & Brake Works**,  
 Chatham, Ont.  
**TINSMITHS' SHEARS**  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
**TINWARE**  
 Fairgrieve Metal & Stamping Co.,  
 Toronto.  
 See also Smelware.  
**TOOLS—Mechanics'**  
 North Bros., Philadelphia, Pa.  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.  
 Stanley Rule & Level Co., New  
 Britain, Conn.  
**TOOL GRINDERS**  
 Taylor-Forbes Co., Guelph.  
**TRAPS—Lavatory**  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
**TRAPS—Animal**  
 Oneida Community, Ltd., Niagara  
 Falls, Ont.  
**TRAPS—Rat**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**TRAPS—Steam**  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
**TREE TRIMMERS**  
 Taylor-Forbes Co., Guelph.  
**TROWELS**  
 E. C. Atkins & Co., Hamilton.  
 Henry Dighton & Sons, Toronto.  
**TRUCKS—Warehouse**  
 Canadian Fairbanks-Morse Co.,  
 Montreal.

**Burrow, Stewart & Milne, Hamil-  
 ton.**  
**UMBRELLA HOLDERS**  
 Springer Lock Mfg. Co., Belleville.  
**VACUUM CLEANERS**  
 Onward Mfg. Co., Berlin.  
 Invincible Renovator Co., Toronto.  
 Clements Mfg. Co., Toronto.  
**VARNISHES**  
 Benj. Moore & Co., Toronto.  
 Lowe Bros., Ltd., Toronto.  
 Brandram-Henderson, Ltd., Mont-  
 real.  
 Canada Paint Co., Montreal.  
 Sanderson Percy & Co., Toronto.  
 Sherwin-Williams Co., Montreal.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Ottawa Varnish Co., Ottawa.  
 R. O. Jamieson & Co., Montreal.  
 Imperial Varnish & Color Co., To-  
 ronto.  
 Wm. Harland & Son, Toronto.  
**VENTILATORS—Metal**  
 Metal Roofing & Siding Co., Pres-  
 ton.  
 Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.  
 Sarnia Metal Products Co., To-  
 ronto.  
 McClary Mfg. Co., London.  
**VATS—Steel Cheese**  
 Steel Trough & Machine Co.,  
 Tweed.  
**VICES**  
 Stanley Rule & Level Co., New  
 Britain, Conn.  
 National Machine & Supply Co.,  
 Hamilton.  
 Taylor-Forbes Co., Guelph.  
 James Morrison Brass Mfg. Co.,  
 Toronto.  
 Armstrong Mfg. Co., Bridgeport.  
**WAGON JACKS**  
 Richards-Wilcox Canadian Co.,  
 New York.  
**WAGON WATER TANKS**  
 Steel Trough & Machine Co.,  
 Tweed.  
**WAFFLE IRONS**  
 Taylor-Forbes Co., Guelph.  
**WASH BOARDS**  
 Wm. Cane & Sons Co., Newmarket.  
 Conn.  
 Cummer-Dowsell, Ltd., Hamil-  
 ton.  
**WASH TUBS**  
 Wm. Cane & Sons Co., Newmarket.

**WASTE—Cotton and Wool**  
 Seythes & Co., Toronto.  
**WASHERS**  
 Steel Co. of Canada, Hamilton.  
 Taylor-Forbes Co., Guelph.  
 Canada Metal Co., Toronto.  
 Gutta Percha & Rubber, Ltd., To-  
 ronto.  
**WASHING MACHINES**  
 Bently Bros., Fergus, Ont.  
 J. H. Connor & Son, Ottawa.  
 Cummer-Dowsell Co., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Geo. O. Knitting & Sons, Galt.  
 Nineteen Hundred Washer Co.,  
 Toronto.  
 Taylor-Forbes Co., Guelph.  
 One Minute Mfg. Co., Toronto.  
**WATER SERVICE SYSTEMS**  
 Dayton Pump & Machine Co.,  
 Dayton, Ohio.  
**WATER AND HOG TROUGHS**  
 Steel Trough & Machine Co.,  
 Tweed.  
 Metal Shingle & Siding Co., Pres-  
 ton.  
**WEDGES**  
 Taylor-Forbes Co., Guelph.  
**WELL CURE—Corrugated Metal**  
 Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.  
**WHEELBARROWS**  
 Maxwells, Ltd., St. Mary's.  
 Meaford Wheelbarrow Co., Mea-  
 ford.  
**WHIFFLETREES**  
 Drayton Mills, Ltd., Drayton, Ont.  
**WHIP BACKS**  
 Burrow, Stewart & Milne, Hamil-  
 ton.  
**WILLOW BASKETS**  
 Meakins & Sons, Ltd., Hamilton.  
**WINDOW SETS—Basement**  
 Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
**WIRE CLOTHES LOCKERS**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**WIRE DOOR MATS**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
 Kuhne-Anderson Mfg. Co., Port  
 Hope.  
**WIRE**  
 P. L. Robertson Mfg. Co., Milton.  
 Steel Co. of Canada, Hamilton.

**WIRE DOOR PULLS**  
 Steel Co. of Canada, Ltd., Hamil-  
 ton.  
**WIRE CLOTH**  
 B. Greening Wire Co., Ltd., Hamil-  
 ton.  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
**WIRE FENCING**  
 Banwell-Hoxie Wire Fence Co.,  
 Hamilton.  
 McGregor, Banwell Fence Co.,  
 Walkerville.  
**WIRE FENCE STRETCHERS**  
 Richards-Wilcox Canadian Co.,  
 London.  
 McGregor Banwell Fence Co.,  
 Walkerville.  
 Otterville Mfg. Co., Otterville.  
**WIRE GOODS**  
 B. Greening Wire Co., Hamilton.  
 McClary Mfg. Co., London.  
 Canada Wire & Iron Goods Co.,  
 Hamilton.  
 E. T. Wright Co., Ltd., Hamilton.  
 Thos. Davidson Mfg. Co., Mont-  
 real.  
**WHITE LEAD**  
 Benjamin Moore & Co., Toronto.  
 Brandram-Henderson, Ltd., Mont-  
 real.  
 Canada Paint Co., Montreal.  
 Sherwin-Williams Co., Montreal.  
 Steel Co. of Canada, Hamilton.  
 Lowe Bros., Ltd., Toronto.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Sanderson Percy & Co., Toronto.  
**WOODENWARE**  
 Wm. Cane & Son, Newmarket.  
 Thos. Davidson Mfg. Co., Mont-  
 real.  
 Meakins & Sons, Hamilton.  
**WRENCHES.**  
 Crescent Tool Co., Jamestown,  
 N.Y.  
**WRINGERS—Clothes**  
 American Wringer Co., New York.  
 Cummer-Dowsell, Ltd., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Taylor-Forbes Co., Guelph.  
**WRINGER ROLLS**  
 Gutta Percha & Rubber, Ltd., To-  
 ronto.  
**ZINC ORNAMENTS**  
 Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.

# Install a Wayne Street Pump

It will attract Trade to  
Your Store

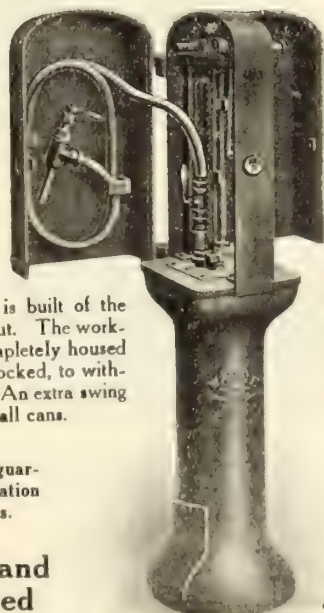
The Automobile Tour-  
ists passing through  
your town will stop at  
your store to load up  
with gasoline if you  
install a Wayne Street  
Pump.

This Wayne Street Pump is built of the  
best grade of material throughout. The work-  
ing parts of the pump are completely housed  
by heavy cast doors, securely locked, to with-  
stand outdoor wear and tear. An extra swing  
nozzle is supplied for filling small cans.

Wayne Storage Tanks are guar-  
anteed to be leak and evaporation  
proof. Write for particulars.

**Wayne Oil Tank and  
Pump Co., Limited**

Woodstock - Ontario

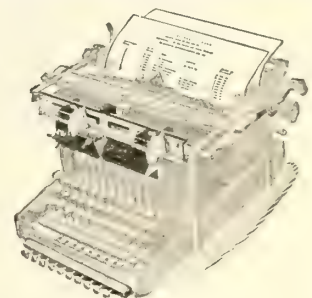


Would you be  
interested?

If a man came to your desk  
and showed you a pen or  
pencil that would add or  
subtract as it writes?

Of course you would;  
anybody would!

We have no such pen or pencil, but we have some-  
thing better. We have a typewriter which does all  
this, and you know that the typewriter is three times  
as fast as any pen or pencil. This typewriter is the



# Remington Adding and Subtracting Typewriter (Wahl Adding Mechanism)

This machine adds or subtracts and writes; not only that,  
but it adds or subtracts when it writes. Both operations  
are one. You need this machine in your work; every man  
needs it who has billing to do, or any writing and adding to do on the  
same page. It saves time, saves labor, detects error, prevents error,  
gives you a mechanical insurance of absolute accuracy.

We stand ready to give this machine a test on your work; a test  
which will convince you that you need it.

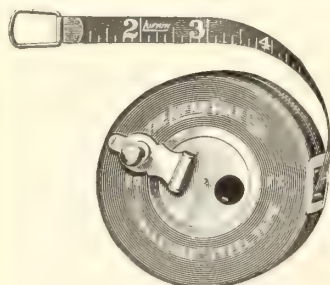
**Remington Typewriter Company, Limited**

144 Bay Street, Toronto, Ontario  
7 Notre Dame St. West, Montreal, Que.



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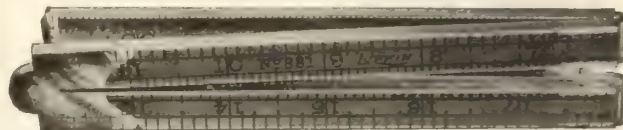
## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.  
WINDSOR, ONT.



RED  
**S**  
BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

DON ROADWAY

TORONTO



# Business Expansion In Sight

Canada has stood the shock of war—of business depression following the collapse of a boom in Western Real Estate.

Business has been contracted all along the line. Railways, Banks, and even Governments as well as ordinary business houses have had to rearrange their basis of financing because of reduced earnings.

The turn of the tide has come. Bank clearings are increasing; railway net earnings are better; factories that were shut down are starting operations again; the farmers of Canada have from 20 to 25% larger acreage under crop and prices will be higher than for years, even if the war ended before harvest.

This means that *Hardware* dealers in the cities, the towns and the villages of Canada will do a bigger business this year than last, next year than this. Furthermore, stocks on retailers' shelves are low; lower than for ten years.

Not only will the retailers do a bigger business but they will be increasing their stocks.

## START A CAMPAIGN FOR BUSINESS

Now is the time to consider the question of advertising your goods to the Canadian Hardware Dealers for an *INCREASED FALL TRADE*.

Canadian Hardware Journal is the medium through which you can reach the live-wires in the *Hardware* trade over Canada.

THE COMMERCIAL PRESS

LIMITED

32 Colborne Street

TORONTO

Ask us for rates on advertising space



# *Trophies and Prize Cups*



Prize Cups  
Trophies  
Shields  
and  
Designs  
Suitable

*for*  
Athletic  
Competition  
*in Plate*  
*and Sterling*  
is a Specialty  
with us

*also Presentation Trowels*

If interested write for copy of Catalogue No. 26  
which contains full information.

THE CANADIAN WM. A. ROGERS, LIMITED

*Silversmiths and Manufacturers of Electro Silver Plate*

FACTORIES: WEST KING STREET, TORONTO



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

*Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, Good Roads of Canada, The Machine Shop, The Canadian Nurse*

Vol. 7

TORONTO, JULY, 1915

No. 7



Highest Award  
ON SAWS AND TOOLS  
*Panama-Pacific  
International Exposition*

HENRY DISSTON & SONS, LIMITED  
2-20 Fraser Avenue, Toronto, Ont.





No. 1.

Size— $28\frac{1}{2}$ " x  $16\frac{3}{4}$ " x 16" high  
 Finish—Galvanized inside and out.  
 Capacity—20 lbs. of ice.



No. 35.

Size— $18\frac{1}{2}$ " x  $12\frac{1}{2}$ " x  $13\frac{1}{2}$ " high  
 Finish—white enamel inside and out  
 Capacity—10 to 15 lbs. of ice.

There is a demand for a well-made Ice Box in your territory if the price is within reach. This is what you have been looking for to fill this demand.

No. 1. has removable ice container, deeply recessed bottom, and is made so that the ice-water cannot get into the food.

No. 35 has rounded corners, seamless covers, and because of very favorable manufacturing conditions is a great bargain at present prices.

Both of these Ice Boxes are also vermin-proof containers for food in the winter and are easily cleaned.

*Stock them so you can Sell them*

**SHIPMENTS MADE PROMPTLY**

THE **SHEET METAL PRODUCTS CO.** OF CANADA LIMITED

MONTREAL

TORONTO

WINNIPEG





# Order Barnett Refrigerators NOW — *for Quick Selling*

Your customers want *refrigerators* now, during the hot weather. The best refrigerator for you to stock is the BARNETT—a made-in-Canada refrigerator that stands every Government test, and has given absolute satisfaction to thousands of users.

## Some Special Features on the Barnett that make sales quick and sure

- |                                                                                                           |                                                                                                    |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| 1st. Free circulation and absence from odors on account of the regular and perfect system of circulation. | 6th. Economy in ice consumption.                                                                   |
| 2nd. Pure Dry Air.                                                                                        | 7th. Perfect ventilation.                                                                          |
| 3rd. Cleanliness and ease in keeping clean.                                                               | 8th. Porcelain Linings.                                                                            |
| 4th. Freedom from moisture.                                                                               | 9th. Hygienic.                                                                                     |
| 5th. Coldness and low uniform temperature, 38 to 48 degrees.                                              | 10th. Be sure and fill the Ice Chamber first and keep same full and you will save Ice by doing so. |

*All standard sizes in ash and oak kept in stock for prompt shipment.*

WRITE FOR PRICES

We also carry Sanderson-Harold Refrigerators

---

## Heavy Stock of SCREEN DOORS and WINDOWS in Stock in standard sizes

---

### U.S. Poultry Fence

Keeps chickens in, dogs and cats out. Sell only reliable Poultry Fence to your customers. It pays you best and you make money on repeat sales to satisfied customers. Our stock in best selling sizes is still complete, in 1 and 2 in. mesh.



### U.S. Poultry Fence

means *Sure Profits* for you, *Satisfaction* for your customers, and an evidence of your enterprise.

WRITE FOR PRICES

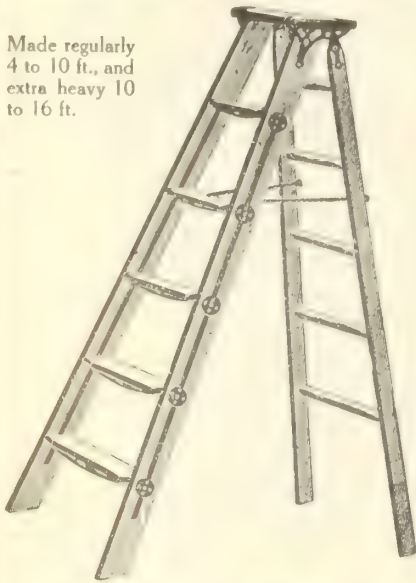
# Rice Lewis & Son, Limited

TORONTO - ONTARIO



## The Handy "Mechanic" Has Both Steps and Rounds

Made regularly  
4 to 10 ft., and  
extra heavy 10  
to 16 ft.



The legs of this handy ladder are connected by rounds so that the ladder will hold two men. Rounds and legs are staggered to support a plank every six inches. Steps are trussed the same as the "Hercules" Step Ladder.

The Mechanic has a big sale for shop use.

*Write for prices.*

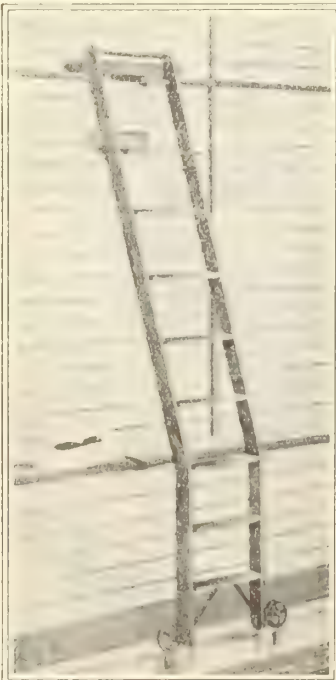
### Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

## MILBRADT LADDERS



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

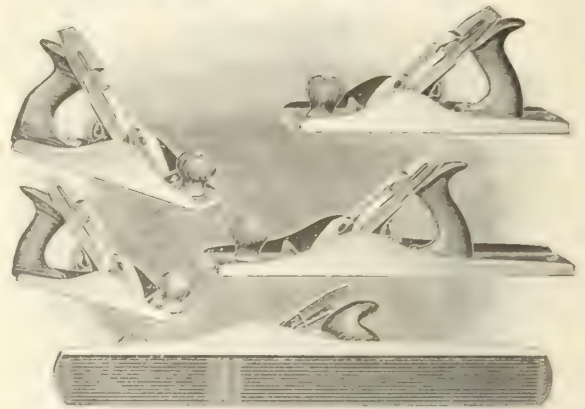
Write for our complete ROLLING LADDER CATALOGUE, showing many styles suitable for all kinds of shelving.

### MILBRADT MANUFACTURING CO.

2400 N. 10th Street

St. Louis, Mo.

## Stanley Tools



### "Bailey" Iron Planes

*The Standard for more than Fifty Years.*

Made by the most skilled  
Plane makers in the world.

The average Carpenter invariably demands a "Bailey."

He learned his trade by their use as did his father before him.

You never have to "carry over" a "Bailey" Plane. They are always in demand, and constitute one of the most staple articles a Hardware Dealer stocks.

Improvements are constantly being made in their manufacture, tending to make them daily more popular and more sought after by discriminating Carpenters and Mechanics.

If you do not carry these Planes, arrange to do so at once. You will be surprised how your Plane sales will increase.

*These planes are manufactured  
at Our Canadian Works.  
Address all communications to*

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.





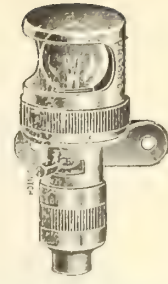
No. 281  
"Presto" Inspection Lamp.



No. 248



No. 252. "Presto" Cordwin der Cigar Lighter and Holder Platinum Tip.



No. 650. Used for Step and Cowl Dash Lamp.



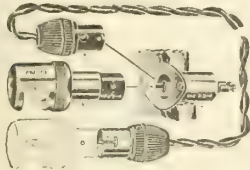
No. 202

# "Presto" Specialties

For Automobiles and Motor Boats



No. 1020  
"Presto" Hand Lamp.



No. 230. "Presto" Combination Dash and Trouble Lamp.

SUPPLY DEALERS Join the thousands of wide awake dealers who catalogue and stock these "Presto" Specialties. Quick sales and big profits. Write for terms and complete catalogue. Generous margin of profit for you.

FOR SALE BY ALL CANADIAN JOBBERS



No. 1040.



No. 1000. "Presto" Hand Lamp Attachment.

Metal Specialties Manufacturing Co.

730-738 W. Monroe Street

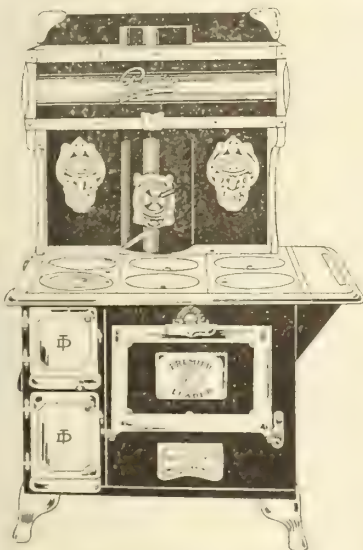
CHICAGO, Ill.

## Business as Usual, No

Business much better than usual. The demand for "PREMIER" Stoves and Ranges is rapidly increasing. The present year will be the best in our history. This speaks volumes for the durability and efficiency of the "PREMIER." Remember "PREMIER" on a stove or a range stands for everything the word signifies.

## The Premier Leader

is a range that meets the demand for a high grade, fully guaranteed article at a popular price. Made with or without reservoir—high closet or Persian closet. Space will not permit of us giving all the outstanding features of this range.



The Premier Leader.  
Without Reservoir—High Closet.

Write to-day for our Premier Leader Leaflet and our complete Stove Catalogue

The Thos. Davidson Manufacturing Co., Ltd.

Toronto

Montreal

Winnipeg



## .22 Cartridges for Target Shooting

It was Lord Roberts who said: "I was a schoolboy to shoot." Not only will it equip our agencies, but it is a pleasant pastime for men, women and steady nerves, keen sight and healthy bodies.

## Dominion

Entirely made in Canada for every kind of shooting. Target, trap, wild and small game, big game.

### Trap Shooting

is a healthy, exciting sport that develops steady nerves and keen sight.

### Dominion Shot Shells

enable high scores and make complete the pleasure and satisfaction of shooting.

Call on the game warden when indicated and you will find the game warden's name on the label.

Dominion Cartridge Co. Limited

Transportation Building, Montreal

### Dominion Shot Shells

Characteristics that have made Dominion the standard ammunition for the perfectly balanced, balanced shot.

Take the Imperial Legal and Sporting shot and the standard shell.

Standard shell is loaded with perfect combustion of standard and smokeless powders, double-chilled and designed to meet the demands of the game.

Who want a medium priced shell that gives complete shooting satisfaction.

The Dominion Cartridge Company, Limited, Transportation Bldg., Montreal



### Ammunition for every purpose

No matter what kind of ammunition you may need, Dominion has it for you. Our shells for target, trap, small game and trap, or large game, are made of the finest materials and are of the most accurate construction.

### Dominion Ammunition

is the most accurate and reliable ammunition in the world. It is made of the finest materials and is of the most accurate construction.

Call on the game warden when indicated and you will find the game warden's name on the label.

Dominion Cartridge Co. Limited, Transportation Bldg., Montreal

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Some Ads that are Boosting

Business for Dominion Dealers



## Good Brush Makers for 63 Years

## We Manufacture

Scores of Styles and Qualities of

Brushes for Paint, Varnish, Alabastine, White Wash, Art Work, Kalsomine, and Washing and Cleaning Brushes for Household, Factory, Office, Shop and Stable use. **Brooms** of hair, bass, steel wire, cane and corn for all purposes, dusters of lambs' wool, down, corn, hair, feathers, and fibre. **Baskets:** Apple Pickers', Clothes, Delivery, Indian, Root, Market, and Satchel.

**Washboards:** Metal and Wooden.

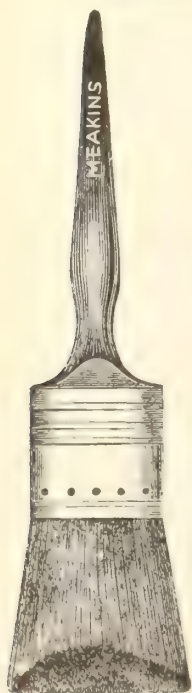
**Woodenware:** Bake Boards, Bread Boards, Clothes Lines, Butter Moulds, Knife Boards, Pastry Boards, Skirt Boards, Sleeve Boards, Step Ladders, Shipping Boxes and Apple Pickers' Aprons.

**Door Mats:** Alacante, Corn, Rush, Rattan, Reversible and Cocoa.

## First Quality Always—

Buy Meakins' Brushes for what they represent—First Quality. Right Price and Good Service. You'll find no other better in their line.

Catalog on Request.



## MEAKINS & SONS, LIMITED

Hamilton - Ontario

Warehouses: TORONTO, LONDON, WINNIPEG

Meakins' Brush Co., Limited, Montreal



# Galvanized Steel Sheets



## *Do You Want to Save Money*

Get better Service and Quality—in Galvanized Steel Sheets?

Just send us a card to-day with your name and address.  
It will pay you.

DOMINION SHEET METAL CO., LIMITED

HAMILTON, CANADA

11-Q

# "TIGER" WHITE LEAD

*The Lead With the Spread*

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

**The Steel Company of Canada, Ltd.**

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

# WIRE NAILS



**BEST** Keg  
Quality

**BALING WIRE** There will be large quantities of hay baled this season and it will pay you to feature this line.

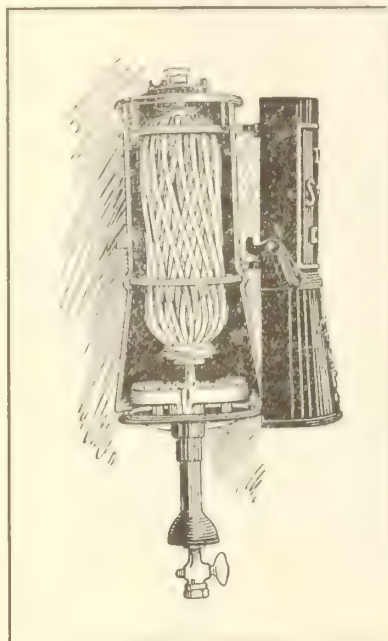
GET OUR PRICES

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. Limited

Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Moulden  
Winnipeg, Man.





## MORRISON'S Stack Gas Water Heater

*Will bring large Profits to you this Summer*

A tank heater that gives hot water at the taps continuously, one minute after the gas is lit.

The **Stack Heater** will produce more hot water for a given amount of gas than any other heater of similar capacity.

This is actually the most durable and long-lived Copper Coil Gas Water Heater made—it is the easiest and quickest to install.

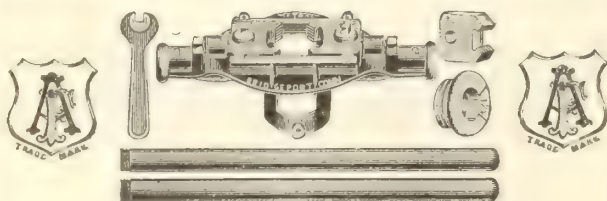
You can guarantee your customer "Absolute Satisfaction" to the limit—we stand back of you.

*Write us to-day for Booklet and further Information*

**The James Morrison Brass Mfg. Co., Ltd.**

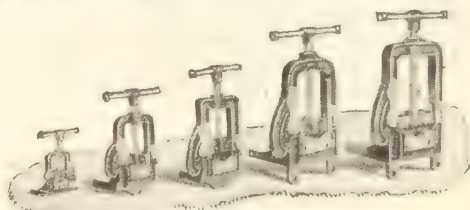
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Toronto, Ontario



GENUINE

### ARMSTRONG STOCKS & DIES



**MALLEABLE IRON HINGED PIPE VISES**  
WATER, GAS & STEAM FITTERS' TOOLS

MANUFACTURED BY

**THE ARMSTRONG M'F'G CO.**

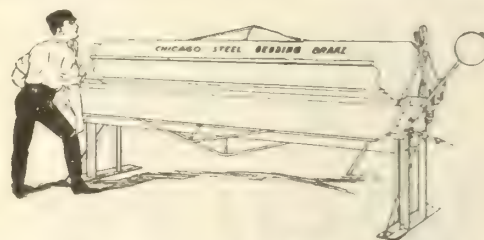
333 KNOWLTON ST.

BRIDGEPORT, CONN.

NEW YORK

248 CANAL ST.

CATALOGUE MAILED ON REQUEST



### PUT THIS *MONEY-SAVER* IN YOUR SHOP NOW

Now is the time, if ever, to cut down needless waste in time, money and material. With a

### Chicago Steel Bending Brake

in your sheet metal department—you can soon save its cost, turn out better work and make better pleased customers.

10,000 satisfied users vouch for the efficiency of the "Chicago."

Made in 200 different sizes.

May we send you our prices?

**The Steel Bending Brake Works**  
Chatham, Ontario LIMITED



## The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good  
Sale for Them*

Manufactured solely by  
**Gutta Percha & Rubber, Limited**

Successors to  
**The Gutta Percha & Rubber Mfg. Co. of Toronto  
Limited**

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER

Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

**MANTON BROS.**

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.

*Read  
this issue  
from cover  
to cover*

*Then you will agree  
that this paper is  
worth several times  
the price.*

*\$1.00 a year*

*Send your subscrip-  
tion in to-day.*

**The Commercial Press, Limited**  
32 Colborne Street, Toronto



ARE  
YOU SURE  
IT'S A

**DU PONT**  
**LOAD?**

**E**IGHT times out of ten the sale depends on your answer to that question. Good shooting requires confidence in one's powder. Eight shooters out of ten insist on Du Pont loads because they can depend on them for never-failing accuracy and uniformity.

### DU PONT DEPENDABILITY

—the result of 113 years of powder making—has made Du Pont Sporting Powders standard throughout the world.

*It spells satisfaction to shooters—constant  
demand and quick sales to dealers.*

Why not permit YOUR store to profit by the century-old reputation and nation-wide popularity of Du Pont Powders.

FOR SPORTING POWDER BOOKLETS, ADVERTISING  
HELPS AND BOOKLET ON TRAPSHOOTING CLUB ORGANIZATION, WRITE DEPT. 499

**DU PONT POWDER CO.**

Established 1802

WILMINGTON, DEL., U.S.A.





*Time to Order*

## FREEZERS

Whether you stock the **LIGHTNING**, **GEM** or **BLIZZARD**, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The **BLIZZARD**, being a low-priced Freezer, makes a good running mate with either the **GEM** or **LIGHTNING**. Now is the time to place your order. Shipment can be made any time you specify.



BE SURE to INCLUDE the **LIGHTNING ICE CHIPPER** No. 1. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

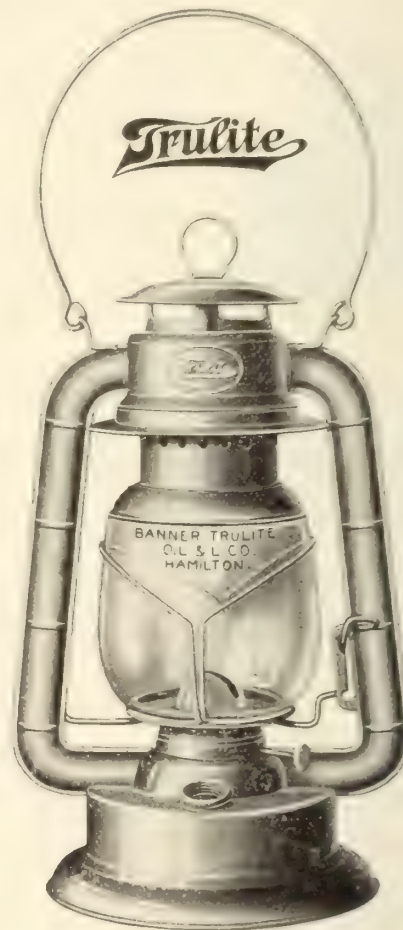
Your Jobber will Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.

# Trulite

*The lantern of excellence*



The Lantern which helps you to build a reputation for quality goods.

Made in Canada

**Ontario Lantern & Lamp Company, Limited**  
Hamilton



## 'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages  
Bound in Cloth

### Retail Advertising Complete

By FRANK FARRINGTON

\$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising  
Making an Advertisement  
Good Specimen Ready-made Ads.  
Mail Advertising  
Window Trimming  
Advertising Novelties  
Outdoor Advertising  
Inside the Store Advertising  
Advertising Schemes  
Special Sales  
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New

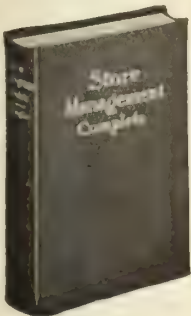
Just Published

**Commercial Press, Limited**

32 Colborne Street  
Toronto, Ontario

## Store Management Complete

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

### ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion Book to

**Retail Advertising Complete**

\$1.00 POSTPAID

'Store Management—Complete' tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

#### THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—  
What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

**Commercial Press, Limited**

32 Colborne Street  
Toronto, Ontario

## The TIME--The PLACE --And the File?

NOW is the time to make YOUR STORE the place where farmers flock for the "FAMOUS FIVE" Mower Files:

### KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

(Made in Canada)

Bumper crops should make this year the *best ever* in Mower Files. And the fact that we supply 90% of Canada's file requirements gives you an idea of what you can expect with the "Famous Five."

Behind them are 50 years' experience — 5 great plants — a 60,000,000 yearly output—and a record of 90% of the country's file-trade. No wonder the "Famous Five" *win and hold* trade wherever they go into service.

**NICHOLSON FILE CO.**

Jobbers Everywhere

Port Hope

Ontario



## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 3/4 inches
No. 341 E	No. 361 E	11 x 1 3/4 inches

*We make the largest variety of Wringers in the world.*

Send for our latest Catalog and Price List

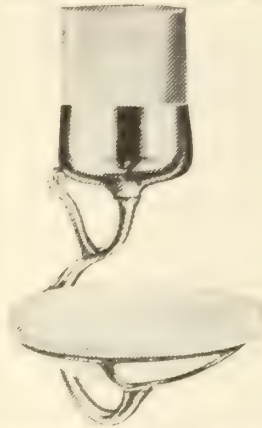
### The American Wringer Co.

New York, U. S. A.

## BATH ROOM FITTINGS

That you will be proud of

*Write for our  
latest prices*



These are  
MADE IN CANADA  
by

**Kinzinger, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.



Step Ladders, Ladder  
Chairs, Lace Curtain  
Stretchers, Ironing  
Boards, Tub Stands,  
Folding Beds, Chairs,  
Tables for Camps, Per-  
forated Chair Sets.

You will save money by  
learning our prices before  
placing your Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.

## Japanned Tin Lunch Boxes

*With Round Corners*

Size 8 1/2" long, 5" wide, 6 1/2" high  
No. 25—Tan No. 50—Black  
Packed 1 dozen in carton.



Can be padlocked  
SANITARY LOW PRICED

**E. T. Wright Co., Limited**  
Hamilton Canada



**The PARMENTER BULLOCH CO. Limited**  
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and  
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,  
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

**JENKINS & HARDY**

Assignees, Chartered Accountants, Estate and Fire  
Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal





# Signs of Success!

When you see this "Sportsmen's Headquarters" Symbol on the window—

These catchy Cards and Pyramids on the counter—

These handsome Hangers on the wall—

you're looking at a hustling store. One that *deserves* the *success* it *enjoys*. Because it stocks

## *Remington* **UMC**

ARMS and AMMUNITION

*and advertises the fact*

*Use YOUR Remington-UMC Trade-Helps.  
It costs nothing to "look the part" of a Successful Store. And "nothing succeeds like success"*

**Remington Arms-Union Metallic  
Cartridge Co.**

*(Contractors to the British Imperial and Colonial Governments)*

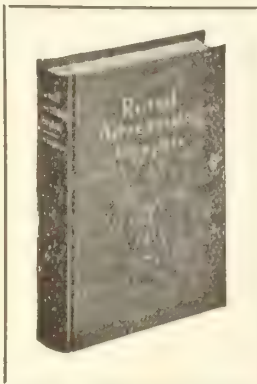
**Windsor, Ontario**

LONDON, ENG.

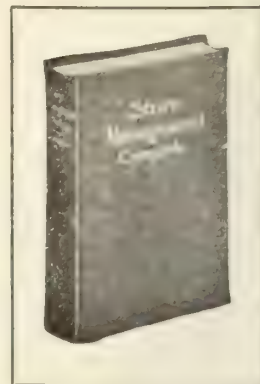
NEW YORK, U.S.A.



# Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and



find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.

## Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

## Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success, that's the book.

252 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

# The Commercial Press, Limited

*Publishers of*

Canadian Hardware Journal  
The Retail Grocer and Provisioner  
Canadian Furniture World  
and The Undertaker  
Retail Druggist of Canada  
The Canadian Nurse

32 Colborne Street  
Toronto, Canada

*Publishers of*

The Canadian Manufacturer  
The Canadian Builder and Carpenter  
The Canadian Clay-Worker  
The Machine Shop  
The Electrical Dealer and Contractor  
Motoring  
Good Roads of Canada.



# A Big Seller

It is easy to sell your customers **MORE** goods if you have the **RIGHT** goods to sell them.

Increased business to you depends on your having a quick, assured, easy-selling line.

**EVEREADY** Lights, Batteries and Lamps are exactly right as Sales Builders because they do not take sales away from other lines. They **DO** make **EXTRA** profits for you. They are easy to display and to demonstrate. They beautify your windows, store or show case, and they interest your customers. Furthermore they bring trade for all kinds of other goods to your store constantly.

## EVEREADY Lights, Batteries and Lamps

*Canadian Made for Canadian Trade*

The use of **EVEREADY** Flashlights is increasing by leaps and bounds. Every doctor, every nurse, every mother, every motorist, every sportsman, every home, every tradesman, and every farmer needs from one to five Flashlights. Like Safety Razors and Kodaks, **EVEREADY** sales are continuous. You sell the **EVEREADY** Light and then always afterwards you have a trade to supply renewal batteries and lamps.

The **EVEREADY** Flashlight is made by the oldest, the biggest, and the strongest company in the world. It is the only Flashlight which will give absolutely satisfactory service to your customers.

We are now running a big national advertising campaign in The Saturday Evening Post, 10 women's publications, 32 farm journals, 13 boys', sportsmen, medical, nursing, and other publications. We will create an enormously increased demand for all **EVEREADY** goods.

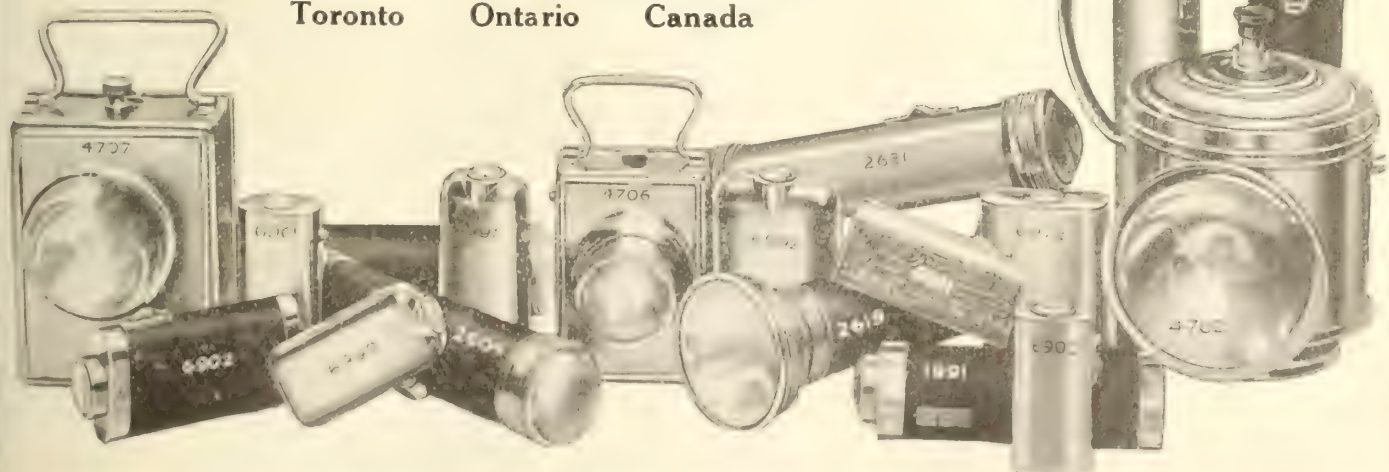
Get this big, profitable line for your store at once. Be the first in your locality to display and push **EVEREADY** Lights, Batteries and Lamps.

*Tear off and send the Coupon asking for Special Proposition and Catalogue giving complete list of goods, prices and discounts*

### CANADIAN EVER READY WORKS

OF CANADIAN NATIONAL CARBON COMPANY

Toronto Ontario Canada



**CANADIAN EVER READY WORKS**  
Toronto  
Gentlemen: Kindly send your Special Proposition and Catalogue No. 11 giving prices and complete list of goods.  
NAME.....  
STREET ADDRESS.....  
CITY.....  
JOURNAL.....  
STATE.....



## Effect of the War on Lead and Its Products

A statement was recently made by a contemporary to the effect that it was all nonsense to talk of the war being the cause of the advance in lead "because the amount of lead used for munitions is not a great consideration." In its opinion manipulation was evidently the cause.

That there is a misunderstanding here of the situation there can be no doubt. In all probability manipulation has been, and may still be, a factor in appreciating the price of lead.

But while this may be true, it certainly does not qualify the statement that the amount of lead used for munitions is not a great consideration. On the contrary, it is a most important consideration.

Engaged in this present war are more than a dozen nations, and each is using larger amounts of munitions of war than at any time in its history. Now, lead enters into the manufacture of practically all munitions of war, from the revolver cartridge to the shrapnel shell. In the shrapnel shell there are nearly three hundred bullets of lead. In fact, 87 per cent. of the contents of this shell is said to be lead.

The Canadian Government alone recently purchased 30,000 tons of lead for munition purposes, and several factories in the country are engaged in making bullets for shrapnel shells. Canada's consumption of lead for these purposes is, doubtless, relatively speaking, not a great deal. But it must be remembered that both the Allies and their enemies are manufacturing and consuming lead bullets in quantities such as no man can even approximately compute. And then there is the United States to be taken into consideration. That country is not at war, but it is making ammunition for the allies and selling lead to them in enormous quantities. Only within the last few days the French and Russian Governments, between them, placed orders in the United States for 50,000 tons of pig lead, which, at the time of writing, has again caused a stiffening in values.

And yet in the face of all this we are told that "lead used for munitions is not a great consideration."

As a result of the extraordinary consumption of lead for war purposes, and the consequent higher prices ruling, values in dry white lead and in lead in oil have naturally been affected, for that which affects the first named gradually exerts an influence upon the others.

In the United States the price of dry white lead has appreciated nearly 50 per cent. since the manufacturers of white lead last fixed their quotations, and the other day a prominent manufacturer told the Paint, Oil & Drug Review, of Chicago, that never in all his long experience could he recollect when the price of white lead was as high as it is now. In Canada the price of pure white lead has advanced only about 16 per cent. during the last month or two. Pig lead in New York on June 23 was nearly 48 per cent. higher than on the corresponding date in 1914, but prices naturally fluctuate from day to day, according to the demand. Lead cannot, of course, now be imported from Great Britain, which naturally affects the world's market to some extent.

Owing to the higher prices created in lead when the war broke out lead mining properties in Canada almost immediately took on greater value, and certain mines,

which had not been worked for some time, were purchased by manufacturers who had large orders for bullets on hand.

It is evident that the war is having an important effect upon the price of lead and its products.

### SPARE AND DISCARDED RAZORS WANTED

Owing to the inability of the manufacturers in Great Britain to turn out a sufficient quantity of razors for the army and navy, owing to so many of them being engaged in turning out munitions of war, the Cutlers' Company, of Sheffield, is making a collection of spare or discarded razors throughout the British Isles.

Up to the first week in June some 70,000 razors had been collected in this way, which, after being put in order, were sent to the War Office, and from there forwarded to the troops. But still more razors are wanted. And with this end in view the Master Cutler, of Sheffield, has written to Mr. T. B. Lee, 30 Front Street East, Toronto, asking if he would consent to try and secure a supply of spare or discarded razors in Canada. This Mr. Lee has consented to do without any remuneration whatever.

Mr. Lee proposes to make his collection through the hardware trade in different towns and cities throughout Canada, and is sending out to the trade attractive hangers, which can be placed in store windows, asking for the desired razors.

Incidentally, this should lead to the cleaning up of a good many spare and discarded razors in Canada, so that from a business, as well as from a patriotic, standpoint, it is to the interest of every hardware dealer to lend his co-operation to the movement.

### Passing Business Thoughts

By W. L. E.

*Perseverance is a good thing as long as one perseveres in the right direction.*

*To the wide-awake retailer there is no period in the year when to cultivate business is unseasonable.*

*The clerk who attains success in life is he who is zealous for the success of his employer's business.*

*Advertising that is not backed up by good service in the store, like a battleship with an ineffective crew, loses much of its effectiveness.*

*When a business man gets spring fever he should chase a golf ball or cast flies in a sylvan trout stream.*

*Those who practise putting off till to-morrow that which should be done to-day have a weak spot in their will power.*



## Dealers—Handle this Fence

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

### Peerless Ornamental Fencing

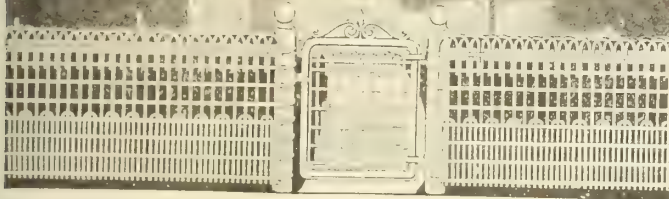
not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

#### Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence Company, Ltd.**

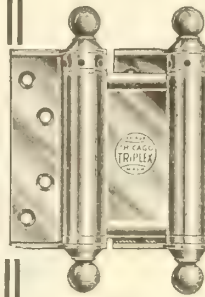
Winnipeg, Man. Hamilton, Ont.



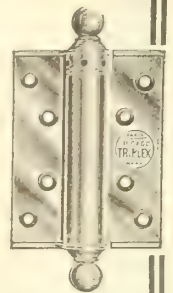
## CHICAGO SPRING BUTTS

### REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

**Chicago Spring Butt Company.**

CHICAGO

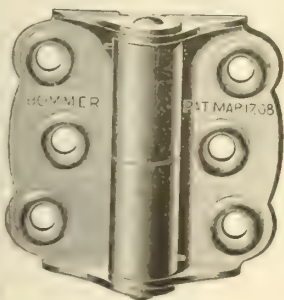


NEW YORK

Send for Catalogue S29

## BOMMER SCREEN DOOR HINGES ARE THE BEST

WROUGHT METAL



Style 900

Don't wait until the flies are here—put in your stock of screen door hinges now—handle the right sort—Bommer's are the best quality and finish, and sell on sight.

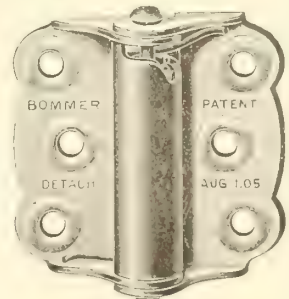
**Style 900.**—Has two bearing joints, no matter which end of hinge is uppermost, doubling the strength and durability. The best and handsomest screen door hinge ever produced.

**Style 960.**—The door can be detached from the casing without unscrewing. Has enclosed oil-tempered steel coil-spring, is well made and will give you good service.

*Both styles also packed in sets with hook and eye and pull*

**Bommer Brothers, Mfrs., Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 446 St. Paul Street, Montreal



Style 960

## BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



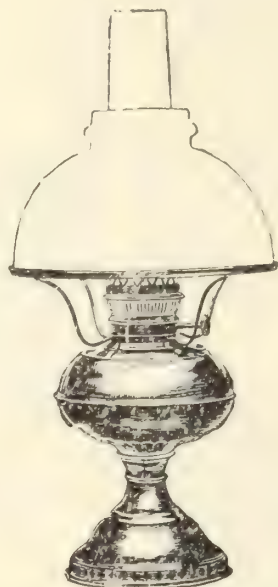
Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

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# CANADIAN HARDWARE JOURNAL

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GENERAL MANAGER

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PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited  
32 Colborne Street, Toronto  
(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, JULY, 1915

NUMBER SEVEN

## A Time for Ginger and Aggressiveness.

The economic streak that has made its appearance among the people of this country is bound to have a greater or less effect on the purchaser of goods, and it behooves the dealer at this time to put forth his best efforts to maintain sales and curb any inclination of profits to fall off.

Dealers need first to inject more ginger and pep into their work of going after business. Aggressiveness should be their watchword, and "business as usual" their battle cry. Some dealers may say that it is easy enough to talk "business as usual," but not so easy to make it a reality. We recognize the difficulty that the dealer is up against at the present time, but it is wonderful the much better results that can be secured by adopting the fighting spirit of those on the battle line instead of surrendering in the manner that many listless dealers are inclined to.

Impress customers with your ginger and enthusiasm. Work the show window to the limit—give more careful attention to your advertising—suggest additional articles to customers over the counter and telephone—play up the sidelines prominently—in short, bring your full force of selling agents into play in their best form in order that victory for "business as usual" may be assured.

*A little more business can usually be obtained by the expenditure of a little more effort.*

## Survival of the Fittest.

Business is a fight. The resources of one merchant are continuously pitted against those of his brother merchant across the street. The merchant cannot remain in the game if he does not bring his abilities into active requisition. He must ever have ammunition in his gun with a few cartridges in reserve. The principle of the survival of the fittest is just as applicable to commercial affairs as to biology or society. The merchant with superior commercial capacities will be sure to survive the fray. His moral excellence counts for much as also does his ingenuity, perseverance and enduring power.

It is fatal to underestimate the powers of the other fellow. The man who does is liable to lose the battle. If he does not and if he has the diplomatic sense to

measure it in its fullness and make ample allowance for its activity, he is very apt to win the day.

In the game of commercial life there is no surer way to attack the other man at the opportune moment when his hands are down than by keeping your eyes open. If he advertises a formidable publicity campaign which looks plausible and as if it might enhance his possibility of increasing his business at the expense of yours, be not dismayed, but take a turn through your mental stock rooms and see if there lurks there some mighty idea as yet unearthed, and bring it out to the light. It may be just what is needed to disconcert your competitor. Ever be on the alert for new ideas. Have your door open for them, give them a glad reception and then turn about and make them serve you to the best advantage. No person is insensible to the pleasurable sensation he experiences when he has outwitted his competitor. It is one of the durable satisfactions of life. One cannot expect, however, to outwit the other fellow every time. That's impossible, and it is not necessary. An undisturbed succession of victories is not good, but win a majority of victories from the other fellow by keeping your eyes open for new ideas, endeavor to conduct your business on a perfectly legitimate basis, fill your newspaper space with attractive, convincing copy, and reap well-deserved success and honor, for the fittest must and will survive.

*To push Canadian-made goods is to help the return of better trade conditions.*

## Know Your Own Costs.

At a recent trade convention, held in one of the American cities of the Middle West, it was decided that the average cost of conducting a retail implement business was 15 per cent. of the gross sales. It was stated, also, that the cost of doing business in individual cases varied from 8 per cent. to 22 per cent.

Fifteen per cent. is just half way between these two, it is true, but the adoption by the convention of 15 per cent. as a fair average does not protect those dealers whose cost of doing business is greater.

It is a notorious fact that there are many merchants in all lines of trade who do not know how much it is costing them to do business. Possibly not a few dealers went home from that convention satisfied with the



knowledge that it costs them 15 per cent. to do business. But if it is actually costing them 20 per cent. to do business they are just as badly off as they were before.

No dealer should adopt a report as applicable to his own case. What he should do is to ascertain exactly his own cost of doing business. We merely wish to impress upon readers of this paper the importance of each dealer knowing his individual costs.

One thing the report has shown conclusively, and that is, if it is costing a dealer more than 15 per cent. to do business ten chances to one it is costing him too much. He must conduct his business as economically as his competitors if he expects to be able to compete with them profitably.

*Enthusiasm in business, like a lubricant in machinery, aids efficiency.*

**Good Outlook for Tourist Trade.** Tourist trade in Canada this summer ought to be exceptionally good. Many Americans who formerly spent their vacation in Europe will either have to visit Canada or stay within the boundaries of their own country. A great many will doubtless journey to the Panama Exhibition in California, but the number who will do this will necessarily be relatively small.

For those who do not spend their summer vacation in their own country, Canada is practically the only available territory on the North American Continent.

Authorities in the United States estimate that the amount annually spent in Europe by Americans who visit that part of the world on pleasure bent is between \$75,000,000 and \$100,000,000.

That the expenditure of such a large sum of money will be transferred to Canada no one for a moment believes. But that a good portion of it will be spent here is well within the realm of possibility. As a matter of fact, this is assured, as the bookings which have been made by Americans for accommodation at the leading summer hotels in this country are already much in excess of that of previous years.

Retail merchants, and particularly those whose place of business is located in the regular routes of travel and at distinctively summer resorts, are naturally not without interest in the promised increased invasion of American tourists. Benefit accrues to them as well as to the hotelkeepers and the transportation companies.

To those who make the best efforts to get the business which arises from the tourist class will naturally come the best results.

*There are two kinds of merchants—those who look for business and those who let business look for them.*

**Possibilities of the Tourist Trade.** It pays to look after the tourist trade, not only for the immediate benefits which result therefrom to the business men of the country, but for the possibilities of the future.

All over this country there are places to which Americans return year after year because of the treatment which has been accorded them in the past.

There is one town in Ontario which, during the summer months, is practically owned by Americans from the Southern States. That town is Cobourg. And the origin of their coming is interesting. It got its start some fifty years ago, when, at the outbreak of the war between the North and the South, a number of well-

to-do men in the latter part of the Union sent their families to Cobourg in order that their safety might be assured. They found the conditions so congenial that many, year in and year out, after the war closed, spent their vacation in the place of their original sojourn. And the generations which have succeeded them have kept up the practice. Some, in fact, have become permanent residents.

That it pays to cultivate the trade of the tourist as well as that of the regular customer there can be no doubt.

### SHORT NOTES FROM THE EDITOR'S PEN

Now for the summer trade.

\* \* \*

Keep your selling effort mounting with the temperature.

\* \* \*

From your costs only should you base your selling prices.

\* \* \*

There are mighty few signposts on the road to success.

\* \* \*

Consider now the question of shorter working hours during the summer.

\* \* \*

The easiest thing in the world to make is a mistake. The next easiest is trouble.

\* \* \*

The best way to overcome the "dead stock" difficulty is to sell goods before they become dead stock.

\* \* \*

Reading in the trade paper about a good window display isn't going to help business. It is going to work and making such a window display yourself.

\* \* \*

In all walks of life it is commendable to put up a good front, and this is especially true in business. The store with the attractive front and nicely arranged window has an asset of much value. All the time and attention, however, should not be given to the windows and none to the interior of the store. It means disappointment to the customer as much as a residence with a 20th century front and a Queen Anne interior would give to the house hunter. The eye is caught and the interest aroused and then the interior fails to carry out its part of the work. Good windows should be arranged, and these should be backed up by good interior display.

### MORE PEP IN YOUR WORK

**M**OTION, vigor, ginger, pep—whatever you wish to call it—what a great and mighty thing it is, and how badly it is needed in some stores.

Speeding up a little. Speed is good for the constitution. It irons the kinks out of the liver. It makes the digestive fluids of the stomach do their work. It rings up the curtain of the brain, making the mind clearer for the day's work.

Speeding up doesn't mean tearing around aimlessly or burning up your energy accomplishing nothing. When you make a move, be sure that your brain is behind it. Your body is a great machine, but you must have an engineer to run it. This engineer is your mind.



# Finding the Weak Spots in the Sales Department

*Written for Canadian Hardware Journal by F. L. Edman*

BURLESON was a salesman of the advanced type. He knew how to meet a prospective customer, how to sell him what he wanted, plus some extras he needed, but hadn't thought of. He had the faculty of overcoming all reasonable objections and putting on the clinchers at precisely the right moment; in short, not a single attribute essential to successful salesmanship was lacking in him. He loved the selling game, too. To back a customer into a corner and make him say "yess" was more real sport for him than duck shooting, betting on the races, or doing the tango. But all this could not be said of his salesmen. Burleson knew perfectly well that many dollars were daily passing out his front door, simply because it was impossible for him to give each caller his personal attention.

Now, it must not be imagined that Burleson's salesmen were a disgrace to his store. There were many poorer ones in the world. Burleson realized that they were on a par, perhaps a little above the average commonly found in retail stores; but they failed to measure up to his idea of efficiency. They were not in his class at all. Beside him they were, to say the least, very ordinary.

Burleson spent no little time wondering how some real salesmanship could be inoculated into his men, that two profits might take the place of one. To corner the hardware trade of the community was his ambition, and he fully realized the importance of a high grade selling force in accomplishing this.

At just 9 o'clock one morning, the long-sought inspiration came. He had formed a definite plan of procedure, and at 9.05 he had Thurston before him in his private office.

The greatly agitated salesman calmed himself when Burleson pushed a box of cigars toward him, and his look of apprehension changed quickly to one of anticipation.

"You can't smoke on duty," smiled the boss, amiably, "but you're going to be off duty, at least so far as selling goods is concerned, for the next half hour or so."

Once the cigars were well under way, Burleson lost no time in getting down to brass tacks.

"Thurston," he began, "I don't want you to think I'm finding fault with you, but I have some suggestions to offer which are designed to increase your selling efficiency. From now on I'm going to make every effort to build up a selling force here that will be head and shoulders above any in this part of the country. I'm going to work with you—and you with me. It's needless to say you're anxious to increase your earning capacity, and it's my purpose to help you do it by locating your weak spots and assisting you to overcome them. The result will be mutually profitable. Multiplied sales, increased profits, added prestige will be my reward; yours will be a compensation commensurate with greater efficiency. Your salary limit will be measured only by your own capabilities.

"Now, I notice that you lose a sale now and then because of an apparent inability to overcome a price objection. Of course, you can't hope to sell everyone, but I'm reasonably certain that most of your lost sales could have been closed with a little stronger display of

salesmanship. When the customer objects to the price of a high grade product, right then is when you want to demonstrate, in an unmistakable manner, the real economy of buying that particular article, even at a slightly higher price. Before you can do this you must, of course, have some knowledge of the product you are selling, as will enable you to intelligently present the special points of merit it possesses which others do not.

"Did you lose that gasoline stove sale the other day because the price was too high?"

"I did," admitted Thurston.

"Well, now, take that as an illustration," continued Burleson. "That stove is equipped with an automatic cut-off—a special valve which automatically shuts off the flow of gasoline the minute the light is out. It matters not whether light is blown out by the wind, or how it occurs, a positive check on gasoline is effected. This practically eliminates the danger of explosion, which is ordinarily the chief objection to the gasoline stove. Had you played up this point sufficiently strong at the time of the price objection, particularly pointing out that this feature alone made the stove worth more money than any other on the market, because it meant safety to life and property, I think the sale could have been made. The desirability of a gasoline stove that is accident-proof would certainly overcome the difference of a few dollars in price. You must study your lines more carefully, know the special talking points of the various commodities you are selling, and so forcibly impress these particular features on the minds of prospective customers that for them no other such commodities exist. Get busy along this line, and call on me when you need help."

Barrett was next asked to appear before the Grand Mogul. After being thoroughly introduced to Burleson's new efficiency scheme, he learned just wherein he fell short as a salesman.

"Now, Barrett, you're all right on talking quality. You know the goods well, and can present their merits to good advantage, but you have one fault, and while you succeed in making a great many sales, yet you lose quite a number because of this failing. Your chief trouble is that you fail to properly consider the buyer's viewpoint. This is very important, especially in selling commodities belonging to that class not commonly known as necessities. You must couple up your product with the buyer's needs and desires. Show him just how it is to his interest to own same. Always remember that he is not nearly so interested in learning about special processes of manufacture—about which his knowledge is decidedly limited—as he is in ascertaining how he may utilize the article to advantage. No farmer is going to buy a gasoline engine for ornamental purposes; he must be brought to realize that this useful product will perform many laborious duties, and effect a substantial financial saving in the hiring of farm help. You must get on the customer's side of the fence. Imagine yourself the consumer—the user of the article—and then produce the sort of argument that would be most apt to appeal to you.

"You failed to sell Mrs. Barry that electric iron the other day, not because you didn't convince her that it was the best on the market, but because you failed to



make her clearly understand how badly she needed it—the inconvenience of doing without it. Had you explained that it would save her numberless steps in doing her weekly ironing: how it would enable her to do the work in at least half the time, and do it much better, too, because the iron can be kept at an even temperature at all times, she would doubtless have considered the matter in a more favorable light.

"Now, just try out this suggestion on your next customer, and let me know results."

Baker was next, and as he smoked a rich Havana on the firm, he learned of a very serious mistake he had made recently, which his crafty boss had carefully made note of.

"Baker, you sized that range prospect up wrongly, didn't you? I'll admit he didn't look very promising, but you never can tell by appearance. When he asked to see a range, you imagined he was the sort who would want one of the cheaper grades. You showed him one of this kind first, and so completely exhausted your selling talk on it that when you discovered he would really stand for something higher priced, you had little left to say. Result—you lost out entirely."

"Regardless of looks, always make an effort to sell the better grade of goods first. If the price is too high, you can then fall back on the cheaper grades, but it's an uphill game if you play it the other way, and it's risky, too. It's always better to sell a high grade article not only because there is generally a better profit in it, but also because it is more apt to give the sort of service that satisfies and makes permanent customers."

Koehler was called in. He learned that Burleson knew all about his unsuccessful attempt to sell Farmer Howell a churn. He was also enlightened as to the reason why he failed to make the sale, which reason now appeared quite logical, although he had never thought of it before.

"Howell liked that Darmouth Churn, all right," declared Burleson, confidently, "and he wanted to buy it, but you didn't do what he wanted you to. What he expected was a strong, convincing statement from you that the churn was A1 in every particular. Your action in not more strongly recommending it caused him to feel that you yourself lacked confidence in it."

"Now, don't hesitate to recommend and stand back of anything we have in the store. I never aim to buy goods that won't stand the strongest endorsement. I expect every article we sell to give the buyer his money's worth of service and satisfaction, if it fails, we'll make it right. By all means get confidence in the goods you are selling. It's a big asset to successful salesmanship."

It didn't take long to convince Burleson he was on the right track, so he kept up the good work. Talks between proprietor and salesmen became common occurrences. When necessary, he criticized them in a friendly, constructive way, and he was just as quick to commend their virtues. Within a year's time he had a force of really top-notch salesmen—the sort people delight to meet. And few, indeed, were the sales lost because the proprietor wasn't "Johnny-on-the-spot."

#### **FIRE PROTECTION AFFORDED BY WIRE GLASS.**

The efficiency of wire glass windows as protection against fire was the topic of discussion at a recent meeting of the Insurance Society of New York. In a paper on the subject, prepared by Henry A. Fiske, he said

that two principal considerations had to be borne in mind, first the general utility and service of wire glass as compared to fire retardants such as shutters; and, second, the actual value of wire glass as shown by the fire record. The wire glass window can be used on all classes of buildings and on all sides of buildings, including fronts. In buildings generally now-a-days it is considered essential to protect floor openings and at least retard, if not prevent, fire spreading from one floor to another, and yet almost no protection is found on one or more sides of the building for the window openings, and fire easily finds its way from one floor to another in this manner. In a recent fire the flames started on the eighth floor of the building, while the loss of life was on the ninth, and it is the consensus of opinion of experts that the fire spread from one floor to the other chiefly by way of the windows, and that it is more than possible that few or no lives would have been lost if all the windows had been protected with wire glass.

The wire glass window is ordinarily closed at the time of fire. If open, it may be easily and quickly closed. It is tested as often as it is opened, and if not frequently tested it is because it is kept closed. It is susceptible of simple automatic closing, which should be reliable. Any device which is a protection against fire only will not receive the same care and maintenance as a device of daily necessity. The expense of maintenance is important, and the owner will naturally keep the expense at the minimum. Fire shutters are costly to maintain as compared to wire glass windows, which latter are really a help, the upkeep being less costly than the ordinary window. With wire glass fire may be seen from the outside. It may be broken easily by firemen and is peculiarly fitted to act as a shield for the firemen while allowing a hose nozzle to be poked through the glass.

These are perhaps the more important features of wire glass which have been shown by experience to be of real value, and they are borne out by the fire record, leading to the conclusion that wire glass is generally adaptable for window openings, is quite certain to be in place when needed, and will necessarily be maintained in somewhere near its original condition.

Do you fully realize that advance on cost does not mean the same percentage on sales? There is a vast difference. For instance, 25 per cent. on cost only means 20 per cent. on sales—and the latter is what you figure your expenses on. In a recent issue we gave a short method table showing how to proportion profit on selling price to cost. You should keep that table in a convenient place. It is valuable in setting the selling price of goods.

#### **THE WAY TO SUCCESS**

"The secret of success," the stamp said, "is sticking to it."

"To succeed," said the knife, "be bright and sharp."

"Keep up to date," said the calendar.

"Aspire to greater things," said the nutmeg.

"Don't knock—it's old-fashioned," said the electric bell.

"Do a driving business," said the hammer. And the barrel added: "Never lose your head."

"Make light of everything," the fire observed cynically.

"But always keep cool," said the ice.



# Safety Razors an Important Line for Hardware Dealers

*Big opportunities for sale of safety razors in hardware stores—A line that should be played up prominently*

THE love of the home shave still lingers. The advantages of home shaving are so great for most men that they prefer it much more than the public shop, and another feature that carries a good deal of weight is the fact that it is less expensive.

This being so, there is opened up to hardwaremen who are awake to their opportunities a chance to increase sales to a considerable extent, and to do so without incurring any additional overhead expense in the way of rent, clerk hire, light, etc.

Realizing this, aggressive dealers have been getting behind the razor trade strongly—not only stocking the line, but playing it up prominently in window and interior display as well as in their advertising.

## Are You Getting Your Share of the Trade.

The question for you to ask yourself, Mr. Dealer, is: "Am I getting my share of the trade that is passing in safety razors?" If you are not, what is the reason? The explanation probably lies in the fact that you have not been making a strong enough bid for this business. It is not enough that you should stock the line, but in order to secure the best results it is essential that you get strongly behind it, not in a half-hearted, but in an enthusiastic manner.

The greatest success in building up a successful razor department begins with a realization that the demand for razors is not a set quantity by any means—and this is particularly true with high-grade razors. If there is anything that detracts from the good features of home shaving, it is a poor razor, and it is just this fact that opens up possibilities for the dealer. The purchase of a really good razor will mean a greater comfort in shaving, as well as a saving of time. These are features that will appeal to any man, and should be played up strong in advertising, window cards, and personal talks.

## The Possibilities of Personal Salesmanship.

Just here, it will not be out of the way to say a word about the possibilities of increasing razor sales by the use of personal salesmanship. Because a man does not ask to see a razor does not say that he is not interested in the article, for the chances are ten to one that he is. It is a good plan to keep a small display of razors near at hand, and, after you have served a gentleman customer, and he does not appear to be in a hurry, to introduce one of your latest and best models. Don't begin in a way that would look like as if you were pushing strong for a sale, but rather as if you merely wished to explain the operation and good features to him. Few men will resent your advance. Most men will appreciate your interest in them and your willingness to take time to explain the features of a razor to them.

A good many sales can be made in this way, and even if a sale is not made at the time the salesman should not be discouraged, for in a good many such instances a sale follows at a later date.

## Make Use of Manufacturers' Sales Helps.

Window and counter display is a good means of sowing the seed of interest in the ownership of a good razor in customers. Sometimes that seed of interest blossoms

immediately into a sale, while in other cases a customer may have to see such a display several times before his interest develops into a desire and, eventually, into a sale. This shows the need of giving continuous prominence to the line, and in this regard manufacturers of safety razors have many sales helps that can be secured free by the dealer, and which should be taken advantage of and made full use of. They will be found a material help in arranging displays and creating sales.

## NOVEL SHAVING BRUSH SHOW CARD.

Quite a novel form of show card for advertising shaving brushes was used in the window of a Toronto dealer recently. It was intended to catch the attention of the busy man, and serve as a reminder to him of his needs along this line.

The card was about two feet square, and in the centre was the inscription: "Buy your shaving brush to-day." Around the rim of the card various styles and makes of shaving brushes were fastened on by passing a thread around the handle, passing it through the card, and tying it behind. Underneath each brush the price was noted.

This proved an excellent means of bringing shaving brushes to the notice of the men. The same idea could well be worked out with other lines by dealers.

## How He Got Even

A travelling man who stutters spent all afternoon in trying to sell a grouchy business man a bill of goods, and was not very successful.

As the salesman was locking up his grip the grouch was impolite enough to observe in the presence of his clerks:—"You must find that impediment in your speech very inconvenient at times."

"Oh, n-no," replied the salesman. "Every one has his p-peculiarity. S-stammering is mine. What's y-yours?"

"Im not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your p-peculiarity. Most people use a teaspoon."

## HINTS FOR SELLING SAFETY RAZORS.

**K**EEP your stock displayed prominently and keep it in good condition. Make use of the sales helps and advertising matter supplied by manufacturers.

Study the line of razors handled, and so be able to talk intelligently to customers about them.

Whenever the opportunity is presented talk about your razors to customers.

Point out the comfort and economy in owning a good safety razor.

Back your talks on razors up by demonstrations.



### EFFECTIVE SAMPLING OF LAWN MOWERS.

Frank F. Austin, Chicago, writes in Iron Age-Hardware that in stores where lawn mowers are handled it frequently is a problem to find a suitable place to sample a number to advantage. Even where this is possible they are down in the dust where the sprinkler may spot them. He then illustrates a plan adopted by an Ohio concern. They provide a carpet on top of a table or counter on which the lawn mowers are placed. This affords an opportunity to closely examine them in detail. In place of the regular handles, short sections are used.

The action of the lawn mowers can be shown to good advantage on the carpet, as they do not make a noise, as



is the case where they are run on the floor. This plan has been found an easy means by which to make sales, and it is offered as a possible solution for dealers who are planning to clean up their lawn mower stock.

### "THE PUBLIC IS ALWAYS RIGHT."

"Do not let a dissatisfied customer leave your store if you can possibly avoid it, even though the cost seems great," stated Jas. McGregor, of Oakville, in a conversation with a representative of Canadian Hardware Journal recently. And in connection therewith he mentioned an incident which took place in his store a little while ago.

It seems the municipality is building a \$3,000 bridge across the river at Oakville, and a number of the bridge builders and carpenters from Toronto and Hamilton are working on the job. One Saturday lately two of the carpenters entered Mr. McGregor's store and asked to get a certain kind of hatchet. It was produced by the clerk, and the price, 85 cents, being quoted, one of the men said he could get the same article in a certain Toronto hardware store for 75 cents. The clerk disputed this, saying it was not possible to get it at that price because the hatchets had been bought right, and he knew. An incipient dispute was on, and it looked as though the clerk was going to lose a sale, when Mr. McGregor, who was in another part of the store and overheard the dispute, came forward.

He told the clerk the man was right, as he had seen this hatchet in the Toronto store for 75 cents. But turning to the carpenter he said, "Of course, you know that Toronto store makes a specialty of builders' and mechanics' tools, and selling larger quantities of these are able to get them at better prices than we can, who buy fairly large, but not at all in such quantities. They can thus sell at 75 cents a hatchet that we must ask 85 cents for to get a margin of profit on." This was a reasonable explanation, and the men went away satisfied with the hatchet. More than that, the two came in on Monday and purchased a saw, and before the week was out two additional saws were sold. Besides this, other tools were sold to men on the bridge while the work lasted, McGregor's hardware store having re-

ceived a boost in the good words spoken for it by the men who came in to buy the hatchet.

The public is always right, has been the rule of many a successful business house. Clerks should be made to understand what bearing a dissatisfied customer has upon the returns from an advertising appropriation. Point out the importance of maintaining a mental calmness and do not be afraid to let the customer have his way unless it should violate some fixed rule of your business.

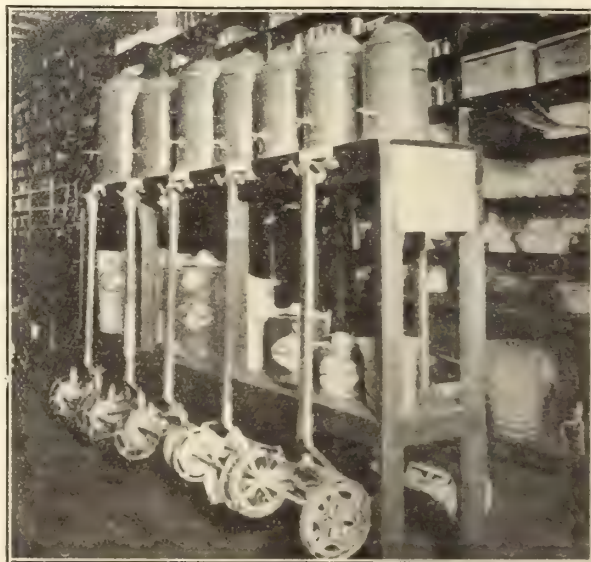
### ADVERTISING FLOAT ARRANGED BY CLERK

In a certain small town in Ontario, Dominion Day is always celebrated, a big feature of the day being a monstrous procession in which the local merchants generally have floats. This clerk built a big canvas shaped arrangement to fit on the delivery wagon and on this painted a number of rhyming verses which he composed himself on various lines of goods handled by the store.

In those towns where any big days are celebrated by a procession of merchants' floats, the clerk will find the arrangement of these floats interesting work as well as good advertising for the store. Keep this in mind, Mr. Clerk, and when you get a chance, please the boss by suggesting that he allow you to arrange a float for the store. When you get his permission go into the work with all your heart, to show the boss just what you can do.

### DISPLAY STAND FOR SUMMER GOODS.

The stand illustrated herewith was published in Hardware Age. It is 18 in. wide, 8 ft. long, and 5 ft. 2 in. high. The first shelf is 26½ in. from the floor. Five lawn mowers are displayed on each side. The space between mower handles allows the taking out of freezers without taking mowers down. Mowers swung this



way also allows of sweeping under them and displays three lines where otherwise only mowers could be shown.

The tag above each mower gives the name, size, and selling price; the board on the end has a list of water coolers and ice cream freezers, size, cost, and selling price.

In the winter time a shelf put half way between the top and bottom shelf can be used to display roasters, food choppers, and other seasonable goods.



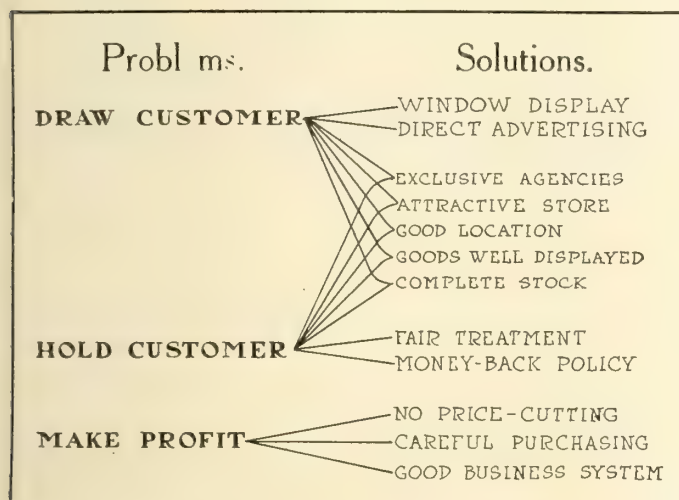
# Skimming the Cream of the Auto Supply Trade

Under this heading "Motor World" gives some of the methods of the Martin-Evans Co., dealers in motor accessories, by which they have secured and hold a large trade. The methods adopted may be best understood by a study of the following diagram and the things which influence a customer to buy and how profits are made.

Trade has been built up by having attention-compelling window displays changed once a week; by sending business-getting letters and circulars to the motorists within the territory from time to time, and through the acquisition of agency rights for several well-known accessories.

## Treatment of Customers

W. D. Martin, of the Martin-Evans Co., gives the following outline of how the customers are held: "Once a man becomes a customer his trade is held by offering



him an attractive store and by treating him fairly. There is one price to all customers; no goods are sold at cut prices, and when a customer is dissatisfied his money is returned without question. The pleasing appearance of the store persuades the customer to remain, look around and purchase more than he would have if less attention were given to order and neatness. Furthermore, the appearance of the store plays an important part in influencing the new customer's impression of it; the result is that he comes back.

"A fair profit is insured by careful purchasing, and most important of all, by close check on the business by means of a perpetual inventory which shows the standing of the company daily.

"These are the methods that have built up the Martin-Evans Company into a tower of strength in the Brooklyn accessory trade and have placed it in a position practically to defy competition. It gets the cream of the trade."

## Arrangement of Goods

Thought is given to the store arrangement.

Naturally, the most attractive goods are placed at the front of the store. Also at the front are such articles as are featured. The first two show cases at the left of the entrance are entirely for display and hold various articles to catch the customer's eye. The same

policy is pursued in dressing these cases that is used in the windows. They are changed once a week and the articles in the cases are carefully arranged.

The third show case on this side is given over to Ford accessories, and the fourth is a sort of bargain counter, where slow selling goods are placed.

At the right of the entrance there are two show cases and a table. The cases contain horns, lamps, speedometers and clocks, and the table has a horn display, and the spark plug tester. Behind these cases are glass cabinets containing lamps and tools.

## Important Supplies Up Front

From the foregoing it may be seen that there is space at the front of the store for everything that should be displayed prominently. The important accessories, such as horns and lamps, are there, and the smaller things, such as spark plugs and small tools are also in plain sight.

Although most of the small accessories, such as spark plugs, gaskets, bolts, switches, and so forth, are housed neatly in small drawers back of these cases for the sake of neatness and convenience, there is no objection to covering them up in this manner, because practically every article that requires displaying is found in one of the show cases. Stocks of spark plugs, tools, etc., are carried in the cabinets above and below the drawers.

## Simple Stock Indexing

All drawers, cabinets and bins are numbered, and there is a catalogue which contains the name of every article and the location number. The number and name of the article in a given drawer is placed on a small card, which is inserted in a holder on the front of the drawer. The price of the article is painted on the right side of the drawer and is therefore only visible when it is pulled out. With the aid of the catalogue and the prices plainly marked on the drawers it is a simple matter to break in a new salesman.

The left side of the store to the rear contains bins about one foot square extending all the way from the floor to the ceiling. Articles too large for the drawers are placed in these. Box and package goods, such as oils, greases and paints, are stored in this section, as are jacks, tire tools and pint and quart measures. There is also a cabinet for brake lining.

## METAL SPECIALTIES CO. ENLARGING

The Metal Specialties Mfg. Co., 730-738 W. Monroe St., Chicago, Ill., have recently doubled their factory and office space in order to accommodate the large increase since January 1 in their business. They manufacture the well known line of "Presto" specialties, including "Presto" electric cigar lighters, "Presto" dash lamps, "Presto" inspection lamps and trouble lamps, "Presto" combination dash and trouble lamps, "Presto" battery hand lamps, and "Anchor" Edison type connectors, all for the automobile supply and motor boat trade. The high quality of their products is known among jobbers and dealers in automobile accessories and electrical goods. Nearly every month two or three new articles are added to their list.



## Dealers Promote Electrical Business

The H. Newman Electric Co., Kingston, are inviting the public to see their special bargains in motor boat and automobile supplies, such as batteries, spark plugs, spark coils, bulbs, flashlights, headlights, low and high tension wire, volt meters, etc. These goods are particularly seasonable at this time of year. As Kingston is on the waterfront, the motor boat supplies, especially, are bound to be in demand.

### Chatham Concern Advertises Low Prices.

Sandham & Roberts, Chatham, Ont., are making known the fact that the installation of electrical fixtures is now placed within easy reach of everyone. They are taking advantage of the "hard times" to bring before the residents of their city that now is the time to have work like this done, on account of lower prices.

### An Eastern Concern's Methods.

Now that the inspection of wiring in connection with electrical installations is becoming compulsory, W. A. MacKay & Co., of Sydney, N.S., advertise as follows: "If the wiring inspector demands that you make changes in your wiring, send the notice to us and we shall see that it comes up to the standard required." An advertisement like this hits home.

### Alberta Concern Goes Out of Business.

The Trusts & Guarantee Co., Limited, Calgary, are selling the stock of the Alberta Electric Co., Medicine Hat, which recently went out of business. The stock includes lighting fixtures and parts, shades and lamps, supplies, furniture, fittings and tools.

### Kingston Rates to be Reduced.

The cost of electric power in Kingston is soon to be reduced and both of the live dealers there—Messrs. Halliday and H. W. Newman—are advertising this fact and pointing out the value of putting in new fixtures.

### A New Firm in St. Mary's.

Messrs. Etherington & Vanstone have opened an electrical store on Water Street, St. Mary's, Ont., and are carrying on an effective advertising campaign and doing a good business. House wiring and motor installation is their specialty, but they also carry a handsome line of fixtures and fixture parts.

### Windsor Firm Clearing Winter Stock at Low Price.

George H. Barnes, in an endeavor to create new business, is advertising that for the next while he will give a discount of 20 per cent. off all fixtures. In his advertising, he shows a handsome display of his fixture department and invites the public to come and inspect his stock.

## ADVERTISE, BUT HAVE A PLAN.

Is it better for your business of living to overeat one day and then go without food for two days? Or to eat moderately every day? It's the constant, regular nourishment that keeps you going without breakdowns.

Likewise it's the constant, regular, sticking advertising that's the best nourishment for your business. Plan to keep yourself before your customers and prospective customers all the time.

Statistics show that it is safe to appropriate from one to three per cent. of your total year's business to ad-

vertise a retail store. Use the last year's total for figuring this year's appropriation. With your increase of business this year the amount to spend in sales effort next year increases.

And do not spend your whole appropriation in one month and let the public forget you for the next eleven. Keep at it. Plan for a little extra spurt every so

## TOAST TO THE TASTE

Let every one make  
their own toast.

The electric toaster  
toasts on the table.

The electric toaster  
toasts to the taste.

A Cape Breton electric toaster advt. which  
makes a reader want to purchase.

often, yes. But in between times don't let your sales efforts lag.

You know it's the constant drop, drop, drop of water that will wear a hole in the rock. It's the constant, persistent sales effort that wears a hole in the other fellow's business.

Advertising is simply sales effort. Decide on a plan and stick to it.

## Passing Thoughts on Business Matters

By W. L. E.

*Spare time is never lost time when it is utilised for arranging the stock and developing business-getting ideas.*

*He who keeps his summer goods where they will most readily catch the eye of the customer on entering the store will turn his stock over much more rapidly than he who makes no effort in this direction.*

*If the promising character of the crops may be taken as a criterion Nature is evidently doing all it can to bring about prosperous conditions.*

*Judging from the way deposits are piling up, the banks of the country will have an adequate supply of funds in the fall for the moving of crops and the financing of legitimate business enterprises.*

*It is quality, not price, that determines the measure of success in business.*





DISPLAY OF ALUMINUM KITCHEN WARE MADE BY A U.S. DEALER. THE WINDOW COST PRACTICALLY NOTHING THE GOODS BEING TAKEN FROM STOCK. RED VELVET WAS USED AS A BACKGROUND FOR UTENSILS. A ROAST AND A CAKE WERE SHOWN IN THE OVEN.

## Making the Window Sell Aluminum Goods

To get all the extra profits coming the hardware dealer should take advantage of the many window trims which manufacturers supply with their aluminum ware specialties. There are many things of proven worth exploited in this way. By so doing you get the full advantage of the manufacturers' advertising campaigns. The public has already been interested through these mediums, and are looking for an opportunity to examine and get acquainted with the article boosted.

This is the age of labor saving devices, and in no field can fuller appreciation be found than in that pertaining to the house. Be one of the first to show up innovations. You will not lack the opportunity to make a sale, if you place a sign in your window setting forth the advantageous claims of the specialties displayed. Don't tell a long story, but state facts, which you have taken the trouble to prove for yourself first.

In displaying such goods as aluminum ware, devote the larger part of your window space to items for which there is the most frequent call. See that it is most completely illustrative of wide ranges of sizes in such goods as sauce pots, dish pans, coffee and tea pots, fry pans, etc.; then fill in with other goods to complete the line.

Always build on the most salable goods no matter what you show. It is not worth while wasting space on those of infrequent use. You want to get the public inside, and you've got a chance to push the sale of anything you have a mind to, after they enter your doors.

### Indoor Selling Displays.

The problem that presents itself with regard to an inside selling display is entirely different from that

presented by the window. The main idea in a window display is to induce the public to enter the store for some one article or so; in the interior display you seek to interest with the largest amount of goods in the shortest space of time. How can you best accomplish it?

All articles of a very bulky character usually displayed on the floor should be represented by samples only, so as to keep the floor space as free as possible to allow moving around. Let your stock be as accessible as possible. All shelves within easy reach become display fixtures, and a customer is likely to be reminded of many things which might otherwise be forgotten.

Keep your stock sorted according to the purpose for which the articles are to be used. This enables you to push the sale of the better goods, and keeps dilatory clerks from overlooking the more expensive lines.

In your middle aisles have some tables covered with trays containing the small handy articles, and delegate some others to special lines.

It is a good plan to divide up your interior display amongst your sales force, and encourage them to take interest in making a good showing of the stock which they are detailed to look after. This is also effective in keeping goods from being overlooked.

### The Place for Demonstrations.

The proper place for demonstration is on your main counters, so that it is easy for your clerks to draw attention to them after the customer has made all intended purchases. Many people appreciate the attention of having new ideas brought to their notice.



## Hints for the Dealer on Advertising

### *The Why and How of publicity*

**M**ODERN advertising is a science and requires a good deal of thought and brains to make it a paying proposition. The three most important points to be considered are, when, how and what to advertise. A merchant who strives to make his business a successful and profitable one keeps pushing all the time and needs to.

The moment he lets things drift with the tide, he goes on the downward path and the result is a failure in the end.

The same terms may be applied to advertising. Push, interest and observation are required to make a successful advertiser.

Observation is another essential point in successful advertising. Observe what the other man does and improve on his methods as well as upon your own. By close observation of the advertising which appears in the papers every day a man can gain more practical knowledge of the advertising proposition than in any other way. The first point to be considered is when to advertise. A good many merchants have the spasmodic advertising habit, and instead of keeping at it continuously they take now and then a large space, insert a big advertisement and then let matters slide along until they again get the notion to take another plunge.

**TO THE PUBLIC**

**NEW HARDWARE STORE--FORMAL  
OPENING SATURDAY, APRIL 17th**

The old reliable firm of Barton & Fisher, you now find housed in their splendid new three-story building. A full line of the best of everything in **shelf and heavy hardware, paints and oils, garden tools of every description, the famous "Langford Collars" for horses, baby carriages, bicycles, silverware, brass goods, fishing supplies, refrigerators, stoves, etc.**, are now ready for your inspection.

**Everybody Read This**

Specials for Saturday

1 lb. Coffee	\$1.95
1 lb. Tea	\$1.15
1 lb. Sugar	\$1.00
1 lb. Flour	\$1.00
1 lb. Rice	\$1.00
1 lb. Beans	\$1.00
1 lb. Corn	\$1.00
1 lb. Lentils	\$1.00
1 lb. Peas	\$1.00
1 lb. Chickpeas	\$1.00
1 lb. Mung Beans	\$1.00
1 lb. Kidney Beans	\$1.00
1 lb. Navy Beans	\$1.00
1 lb. Pigeon Peas	\$1.00
1 lb. Black Beans	\$1.00
1 lb. Green Beans	\$1.00
1 lb. Lima Beans	\$1.00
1 lb. Broad Beans	\$1.00
1 lb. Horse Beans	\$1.00
1 lb. Runner Beans	\$1.00
1 lb. French Beans	\$1.00
1 lb. Italian Beans	\$1.00
1 lb. Spanish Beans	\$1.00
1 lb. Adzuki Beans	\$1.00
1 lb. Mung Beans	\$1.00
1 lb. Kidney Beans	\$1.00
1 lb. Navy Beans	\$1.00
1 lb. Pigeon Peas	\$1.00
1 lb. Black Beans	\$1.00
1 lb. Green Beans	\$1.00
1 lb. Lima Beans	\$1.00
1 lb. Broad Beans	\$1.00
1 lb. Horse Beans	\$1.00
1 lb. Runner Beans	\$1.00
1 lb. French Beans	\$1.00
1 lb. Italian Beans	\$1.00
1 lb. Spanish Beans	\$1.00
1 lb. Adzuki Beans	\$1.00

**NOTICE OUR WINDOWS**

Mr. C. H. Smith, the local agent for the new and improved "Langford Collars" for horses, baby carriages, bicycles, silverware, brass goods, fishing supplies, refrigerators, stoves, etc., are now ready for your inspection.

**OF SPECIAL INTEREST TO WOMEN**

Just Range

**A Special Word About the Store, Hall and Suites**

**REMEMBER THE DATE SATURDAY, APRIL 17th ALL DAY**

AN APPRECIATION

Phone N 433 **BARTON & FISHER** S. Alameda St.

How a Port Arthur hardware firm used a page in a local daily to advertise their new store's opening.

This sort of advertising is not a paying proposition, and the sooner it is dropped the better for the firm.

A merchant must keep his name and goods before the people all the time, and to do this means a continual advertising campaign—a campaign that will mean to go at it and keep at it as long as business is expected to keep up and increase.

There are a good many advertisers, and a large percentage of them are retail merchants who do not use space in the newspapers regularly but will bite at some

scheme such as special editions, church papers, show bills, etc. These advertisements are practically worthless. They are seldom read by the public, and even if they were, they are immediately forgotten, and the money spent is wasted.

A merchant once said to the solicitor for a newspaper that he could not afford to advertise now as business was dull and sales were not up to the standard; a bad

**GET ACQUAINTED WITH THIS BIG STORE**

**COMBINATION STEWART RANGE**

Each \$60.00

**TWINPLEX STROPPER**

Each \$4.00

**Safety First**

**Gillette Safety Razor**

**WIRE TROLLEY**

Each \$1.00

**WIRE TROLLEY**

Each \$1.00

**WIRE TROLLEY**

Each \$1.00

**ASHDOWN'S**

The Best in Hardware

Example of a series of page advertisements laid out by C. H. Smith for the Ashdown Hardware Co., Winnipeg.

mistake on the part of the merchant. The most important time to advertise is when business is dull.

Advertising is the means to bring business, and the time to go after it with energy is the time when it is dull.

A merchant who does a clean and square business and is not afraid to back up his goods with his name and reputation is the man who can afford to advertise. The only people who cannot afford to invest their money to bring to the public's notice the good points of their goods are those who have not confidence enough in their goods to back them up with printed claims concerning them. The time to advertise is right now and every day, and do not put it off until to-morrow. How to advertise depends a great deal upon the class of people the advertising reaches in the community.

Certain kinds of advertising will appeal to some communities, while in another it will be a failure, according to the sentiment of the people.

The merchant and the clerk who understand advertising force will welcome the help which advertising gives them. The real salesman reads the manufacturer's advertising and so learns the quality and the selling points of the advertised goods which he sells, and uses these facts for himself and his store. More and more is the consumer being informed about the quality of merchandise. Advertising is creating many new needs—is pointing the way toward high quality rather than low price, toward beauty rather than ugliness, toward modern labor-saving methods as against old-time work and worry. Advertising is leading the retailer into paths where lie real and constant uniform profits.



## Collins' Course in Show Card Writing

*20th of a series of articles specially prepared for this journal. A convenient work table.*

**COLOR MIXING.** In last lesson we gave formulae for mixing colors for outdoor use. These are what may be termed "oil colors," although they do not contain quite so much oil as colors used for house painting.

As every card and sign writer will find it necessary to have different tints and shades of color for the different work he will be called upon to do, the following table will be found very useful. By the combination of different colors various shades are obtainable. In this table the color or shade required is mentioned first and the next color mentioned is used as a base or in the greater quantity.

Color Required	Colors to mix.
Pink	White and red.
Flesh	White, yellow and red.
Cream	White and yellow.
Blue (light)	White and blue.
Brown	Red and black. Yellow may also be used in considerable quantity with the red and black.
Green	Yellow and blue.
Orange	Yellow and red.
Grey	White and black. A little blue may improve it.
Purple	Red and blue.
Violet	Blue and red.

The above tints and shades may be lightened or darkened by adding the lighter or darker colors. With a little care and practice, rich effects may be obtained, and it is quite necessary to know how to make these shades, for borders, ornaments, letter shading, etc., should always be done in a subdued or weaker color. Grey is a good tint to shade reds and black. Pale green for black, red, blue and brown. Pale blue for dark blue, black and red.

### Cotton or Muslin Signs

Card writers are being called on more and more to

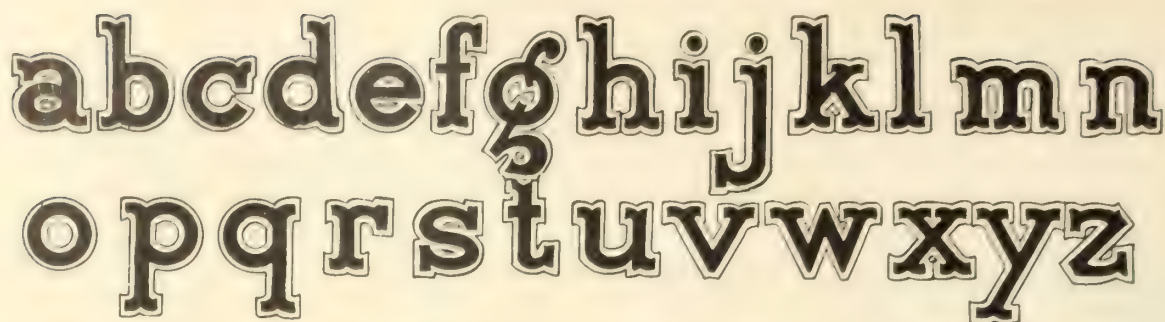
produce cotton signs. In fact, card and cotton signs seem to go hand in hand. No doubt this is because the cotton sign and the card are both in the temporary sign list. As a rule cotton signs are wanted in a hurry, and the card writer seems to be in the best position to fill these rush orders. Cotton signs, if neatly lettered and properly put up, make very attractive advertising. They should be stretched on a frame made of 2-inch by 7/8-inch stuff. Use the formulae given last month for outside colors. Sign writers' cotton or muslin may be obtained now, which is a good grade of cotton with a very heavy sizing or glazed surface. This is very easy to work on and gives excellent results. Should this special material not be obtainable, use ordinary white or bleached cotton, and dampen it where the letters are to be with a wet sponge just before painting. Letter at once while the cotton is damp. There are two advantages in this. One is that the oil paint works better on a dampened surface of cotton, as dry cotton extracts the moisture from the paint, preventing it from working freely. The other advantage is that it prevents the oil in the paint from running, or "greasing out" around the letters.

The general method for painting a cotton sign is to tack it on some wall. This may be a good way if a wall is convenient, but blank walls are not always obtainable. An excellent substitute for a wall is to have two strips of wood about 2 1/2 inches wide by 7/8 of an inch thick. A good time saver is to have brads driven through these so that the points will project about half an inch, similar to those on curtain stretchers. They should be about every six inches apart, and driven so those in the upper piece will slant upwards and those in the lower piece slant downward when in position. They should be about 3/4 of an inch from the edge of the strips. The strips can be clamped with quilting frame clamps to uprights of about the same size. These uprights should be about 6 feet apart

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z ?  
1 2 3 4 5 6 7 8 9

Alphabet of Tuscan block with outline, capitals.





Alphabet of Tuscan block with outline, lower case.

and the frame when clamped together should slant out at the top. The object of this is, that if any paint should drop from the brush when you are painting it will not drop on to the sign. The strips may be moved to suit any width of cotton. In placing the cotton on the frame, simply hook the edges over the brads, which is a much quicker and more convenient method than tacking. Place the end uprights so that the ends of

in some easily-executed style that is of the one-stroke type.

#### Sample Card

The sample card is one made with a dark mat and an oval cut in it, and the white card is pasted to the mat on the back. The lettering is then done on the white card. The price is the main feature of the layout. The lettering is in black and the figures in red. The shading and ornamentation are in a grey, to harmonize with the grey mat.



Simple, but effective, window card

#### METAL ROOFS AS INSURANCE FACTOR

Not long ago an official of one of the American states gave an interesting lecture before an underwriters' association on the commercial suicide connected with wood shingle roofs. The address was inspired by the great financial loss following the disastrous fire at Chelsea, Mass.

In striking that keynote he struck the proverbial nail on the head, and that his opinion is shared by many is evident from the present small demand for wood shingle roofs and the correspondingly increased demand for metal roofs.

Millions of dollars have been lost by fire because of defective or wooden roofs. This was made plain by the official who took as an object lesson the fortune eaten up by flames in the great Chelsea fire. While metal roofs are all fireproof, those who have invested have found that fireproofing alone is not enough—that durability in the metal is essential for perfect protection at all times.

While fire is a concealed enemy which suddenly precipitates itself upon its weak victims and destroys or damages that which is not protected against it, there are other elements of destruction. One of the most menacing is lightning. It is therefore also essential that the fireproof metal roof, which also possesses its complement of durability, must be lightning proof. Statistics show that there are fewer accidents from lightning where there are many metal roofs than where there are none or where there are but a few. But the acme in metal roof construction, which is thoroughly appreciated and always taken into consideration in writing insurance, is the metal roof that is not only fireproof and durable, but also invulnerable to destructive lightning shafts.

Insurance companies are coming to the point of deprecating the risk in insuring buildings where wood shingle roofs are still adhered to. They have made it plain that the owner is protecting himself and at the same time protecting the insurance company by installing all metal roofs of sufficient durability to resist rust and withstand corrosion.

the cotton may be tacked to them. This will give you a nice, taut, smooth surface to paint on.

The alphabet shown this month is one suitable for the main line or display line of a cotton sign. The letters are easily formed with a brush and if done in red with the outline in a light blue or light green it will be very effective. The outline should not be less than  $\frac{3}{8}$  of an inch if the letters are six inches high or over. The other lines of the sign may be in smaller letters and



## Making The Window Sell Paint

Sample window display designed by Martin-Senour Co. at Montreal office for instruction of their salesmen.



Any hardware dealer of consequence who handles paints understands that his window is one of his best publicity getters. It has always been a question as to what proportion of the store's rent a window should bear. While the proportions vary, it has never been questioned that the window brings more than half the rent to the store counter.

A window can make or break a dealer, as it tells the story of the dealer himself, his goods, and his methods. How important then that the window should always be clean, neat and tastily dressed. By keeping this one point uppermost it is more than likely that the rest of the store will be well looked after also.

Every dealer is trying to get all the business he can, of course. Where he has pleased a buyer in many cases he has secured a regular patron. But in these latter days, with a constant shifting of the population and in towns where nearly always there are newcomers, it is essential that this new clientele be catered to, and the passerby attracted. What more natural method can do this than the window—the eyes of the store?

The first impression created on a person is made through the dealer's window, and to create a good and lasting impression should be the idea behind every trim that is placed in the window. It should be a seasonable display also, something that the people are needing to-day or this week.

Paint is a seasonable line just now for any and every dealer. Paint can be put to so many and varied uses that the more suggestions the dealer links up with his displays the more sales he may reasonably expect to come his way. Let the display be neat, simple and striking. A trimmer need not be an expert or an artist to make a striking display, but, granted the man who trims his window has a little taste, if he keeps his mind on the season and any popular movement that may be passing a display will evolve that will surprise himself and give an approval stamp in the minds of the on-looker to his store. More than that, it will bring so

much added business to the store that the dealer will be convinced of the value of his window as a sales-getter. Try it.

### PAINTING A NEW HOUSE

To-day most lumber is kiln dried. This means that seasoning has been artificially forced. The pores of the wood are open and will soak up moisture. Besides it contains all the salts and acids of the wood in concentrated form, which, if not removed in some way, will prove detrimental to the durability of the paint. For this reason, it is generally thought advisable to allow a new building to stand for a month or two unpainted, so as to permit washing out of the surface cells, and allow for the closing of the pores which have been unnaturally opened. Then, after a dry spell, which will remove any moisture absorbed by the wood, is the ideal time to apply the priming coat.

### ASIATIC FLAXSEED SENT TO AMERICA

Twelve hundred tons of Manchurian flaxseed, the first importation of the sort brought to the Pacific coast from the Orient, arrived at Portland, Ore., about the middle of May aboard the British steamer "Hazel Dollar." The seed, the largest single shipment ever to be sent to that city from any quarter of the globe, was consigned to the Portland Linseed Oil works. The same firm expects to engage much of the space on one or two other steamers to bring Far Eastern flaxseed to Portland. It is announced the poor yield of the crop grown in the United States last season accounts for the heavy importations being made across the Pacific.

Don't give your show windows any days off. They ask none and need none. They are willing to work every day and all day.



## Keep Sorting Up the Paint Stock

**A**T this time of year it is an easy matter for dealers to run out of some particular color or line of paint unless some regular system of keeping stock is followed. A customer coming into the store and wanting some particular color of paint is apt to be disappointed, and the dealer is just as apt to lose a customer, because he did not know until then that that particular color was out of stock.

An exchange tells of a lady customer who went into a hardware store some little time ago trying to pick out a suitable color of paint to be used on her verandah floor. It took her considerable time to decide on which color she liked best. There were three colors on the sample card that she thought would be suitable for the purpose, but she seemed very particular, and took a long time to decide which of the three she would select. She finally picked on a dark slate color, and that she would take a half-gallon can. The clerk proceeded to get the paint, and found that the stock of this color in both quart and half-gallon sizes had been sold out. A search of the reserve stock revealed the fact that this color was completely out. It was quite apparent that it was a good seller, and this thought no doubt struck the customer when she was informed that they were "just out" of that color. The clerk then tried to switch the customer to one of the other two colors which she had previously considered, but she would not consider them. She was quite positive that the color she had decided on was the only one that would look good on her porch floor and she would not take a substitute. The clerk said they could order the paint and have it in a few days, but the lady said she could not wait, and the sale was lost. The chances are that if she had taken one of the other colors she would not have been satisfied with it and would have thought that it did not look as nice as the color she had at first decided upon.

Here is a case where a little foresight on the part of the merchant or his stock-keeper would in all probability have saved a customer. It may turn out that the customer will go back for other goods, but on the other hand, if she gets prompt service and courteous treatment in an opposition store she may become a permanent customer with that opposition firm.

To have a successful paint department and to get the most profit out of the paint business it is necessary to have a stock sufficient to meet the immediate demands of your customer. The buying public to-day demands prompt service. If a customer decides to do some painting, he generally wants to get the material without delay and have the work completed as soon as possible. Nothing is more annoying to a paint customer than to spend considerable time selecting colors and then find that the goods are not in stock, and that, if they wait, there will be several days' delay.

### SALES OPPORTUNITIES IN INSECTICIDES

It is stated by agricultural statisticians that North American orchards and gardens stand annually a loss of \$5,000,000,000 through the ravages of destructive insects. This means that each farmer's profits are cut down from \$5 to \$1,250, according to the size and location of each farm.

These losses afford an opportunity for hardware and paint dealers to increase profits. The ravages of over 600 different species of insects in orchard and garden have increased rapidly of late years, until now infec-

tion has passed along into new territory, and destructive insects and diseases are found in every commercial and home garden and orchard. This condition makes spraying an absolute necessity.

The dealer's opportunity depends on his readiness to take advantage of this condition and push sales of insecticides like arsenate of lead, lime-sulphur solution, Paris green, and other similar products. Study up the conditions and needs of your locality, get to know the farmers' requirements, and ask your paint manufacturer to post you and help you in bringing the right remedy to the source of the trouble.

### TURNING STUMPS INTO HARDWARE SALES.

A drive through the country districts will direct attention to fields that would be more productive and valuable if the owner considered the stump proposition as he should. Every acre of stump land cleared boosts the sale of implements and articles usually carried in an up-to-date hardware store. The more attention the hardware man pays to the stumps in his territory, the greater his profits will be. Many a farmer has let the stumpy fields of his farm go untouched for years, waiting for time, money or for some one to call his attention to the loss he is each year having. This year's reports show that many a farmer has realized the financial advantages of putting this land under cultivation, and is using dynamite to get rid of the troublesome stumps. In some cases the hardware man knowing that the sale of dynamite is only the first item through which he can derive profit, has prevailed upon the farmer to act now. In other cases, the high market value of farm products has put into the farmer's pocket the additional cash that he has been waiting for.

No matter what causes the stumps to be removed, once out of the way the hardware man naturally cashes in more profits on seeds, fertilizers, implements, etc., for the more acreage, the more business. Powder manufacturers find that some jobbers and dealers have been under the impression that the place where dynamite for stump blasting is most needed is in forest and cut-over land districts. But this year, on account of high prices for farm products, the sales in settled districts have increased in rapid order which shows that while cut-over lands do need dynamite, settled districts offer another valuable opportunity which heretofore has been neglected.

#### WHERE THE WEST BEGINS

Out where the smile dwells a little longer,  
Where friendship's grasp is a trifle stronger,  
That's where the West begins.

Out where the sun shines a little brighter,  
Where the snows that fall are a trifle whiter  
And the bond of home ties are a wee bit tighter,  
That's where the West begins.

Out where the skies are a little bluer,  
Where friendship's ties are a trifle truer,  
Where there's music in every streamlet flowing,  
Where there's more of reaping, less of sowing,  
That's where the West begins.

Out where the world is still in the making,  
Where fewer hearts with despair are breaking,  
Where there's more of singing, less of sighing,  
Where there's more of giving, less of buying,  
Where a man makes friends without half trying,  
That's where the West begins.



## Gas Stoves for Summer Use

With the warmer weather dealers should turn particular attention during the next two months to a line that is becoming more popular each year for summer use. We refer to gas stoves and ranges, goods that are now in more or less general demand during the hot months of summer. Most people now realize the usefulness of the gas stove, but there are still many who may be a little suspicious of them in view of the fact that this is a comparatively new line. We see on all sides about us many who are going along in the same old way, cooking with a wood or coal range through the entire summer. It is to such people as these that a dealer should direct his attention specially. They can be made to understand the advantages of the gas stove during the hot weather. Many of them can be persuaded to buy if the right arguments are advanced.

### Must Understand Gas Stoves

It is, of course, necessary that the dealer have a thorough knowledge of the subject of gas stoves. It is very necessary in the case of this class of goods, possibly more so than with any other kind. Buyers are usually anxious to know every detail in connection with the operation of these stoves. They do not care to take any risks by finding these things out for themselves by experiments, as they would do, perhaps, if necessary in the case of a coal or wood range. The feeling that there are certain dangers in handling gas must be overcome in the minds of possible buyers if these stoves are to be sold to them.

Effective advertising will do a great deal in bringing people to understand the advantages of these goods and in bringing them to the store to make a careful inspection. Once a possible customer is brought to the store for the purpose of seeing these goods, the salesman will find that his chances of making a sale are far greater if he is able to fully demonstrate the working of these stoves. A salesman should make sure that a buyer has been thoroughly informed about every detail of their working mechanisms, as it may save trouble for the future and will ensure better satisfaction all round.

### Some Arguments for the Gas Stove

There are many arguments that the dealer can advance on behalf of the gas stove. In the first place there is the saving of time and labor, and there are no tedious methods required to prepare the fire, all that is needed is the lighted match. Considering the fuel that is used by the wood and coal ranges, the use of gas stoves is certainly a paying investment from an economical standpoint.

Then, there are the improved facilities for getting quick meals. There is the absence of heat also, which in the case of the coal and wood range, is added to the temperature out-of-doors. This in itself is so intense as to be decidedly uncomfortable, and is always present in the case of the wood or coal fire. A great deal of heat is necessary in getting the coal fire up to the point of being effective, and then, again, before it cools down. The gas stove is, therefore, a good proposition from the standpoint of comfort to the user.

### Demonstrations Are Most Effective

If a dealer desires to demonstrate these stoves, which is undoubtedly one of the best selling methods possible, it will be necessary to have one connected up in some part of the store where demonstrations can be made

without interference with any of the other departments. A demonstration of this nature will be of more use in the way of explanation to a possible buyer and assistance to one who has already purchased than anything else that could be said or done.

Summing up, therefore, the different important points in the gas stove business, it would seem that practical demonstrations are advisable in order to initiate customers into proper methods of using and handling them. The next few weeks is the real gas stove season, and now is the time to push their sale.

## NOW FOR REFRIGERATORS

Refrigerators are a line of goods that, while they are saleable during the entire year, are more especially summer goods. If, therefore, dealers are stocking them do not fail to make up an attractive window from time to time during the next few weeks. The margin of profit on this class of furnishings is good, and while they are fairly cumbersome to handle in some instances, they are a splendid line to show in connection with summer stoves.

Refrigerators should be brought well to the front for the next two months especially. Let the public at least know that you have them in stock if you carry them. They are a legitimate line of house furnishings, just as much as the stove or oven. The stove is for heating food; the refrigerator is for cooling it. Both are a necessary line of housefurnishings. The present is the opportune time to feature refrigerators, for now the stove and range season is on in dead earnest.

The steel range peddlers are abroad in the land and making themselves felt everywhere. Why is it? asks Enterprise News. Certainly not because of the excellence of their goods or their low prices—quite the reverse. Their prices are high for the class of stoves they offer, which do not compare at all favorably with standard lines that are sold by legitimate dealers at a good deal less.

Then, why, it may be asked, are they so successful in placing their stoves in farmers' homes? Is it not almost entirely through personal canvass-salesmanship-push?

## THE GAME OF BUSINESS AS I SEE IT

### Observations of the Delivery Boy

Work and wait, but don't wait for work.

Anyone can make a promise. It's carrying them out that counts.

Even if the clerk does call his position a berth, it's no place to go to sleep in.

The reason hard luck overtakes some fellows is that they don't move fast enough to keep ahead of it.

Business is like an automobile—there's no telling what may happen when a fool gets into it.

The early settlers may have founded the country, but those who settle on the first of each month keep it going.

Don't think you're the whole works. This world ran before you arrived and will keep going a long time after you leave.

Fortune is said to favor the brave, but it frequently takes misfortune to ascertain if a man really is brave.

Human nature varies to such an extent that tact and diplomacy are necessary in the collection of accounts. One man is highly indignant when you ask him to pay an account that is five months old, for goods that were bought on thirty days time, while another apologizes when he pays a bill that is thirty days old because it was not paid before. I believe, however, that the first class is in the majority.



## Appearance a Big Factor in Salesmanship

By Patrick Dougall

**I**F you were to ask one hundred people what a salesman is, ninety of that hundred would probably tell you that a salesman is a man who sells something. They are right as far as they go, but they don't go far enough. A salesman is a man who sells goods at a profit. The ninety people left out the most important part of a salesman's duty—to sell goods at a profit. You will notice there is no limit to the quantity of goods sold, so the salesman sells as much as he can at a profit.

Now, how are we to get the best results as salesmen? In the first place, appearance plays a very prominent part. Why? Because no customer will listen to a salesman who has not a clean appearance. A slovenly salesman will repel a customer rather than attract one. But to go a little deeper into appearance, what is it really composed of? How does it help the salesman to be successful with his customer?

### Why Appearance is Important

A salesman with good fitting clothes, clean linen, well brushed hair, clean teeth, and unaffected breath is at leisure to talk practically as long as he desires to his customers. It is a pleasure for the customer to listen to him, while on the other hand, a clerk or salesman with dirty hands or face, foul breath, and dirty linen never experiences the pleasure of being able to make an extra sale, for the customer will never buy more than what she actually requires when waited upon by the slovenly salesman.

A clean and neat appearance seems to make a salesman better able to talk because he has not the inclination to hurry the customer away, while when one is not clean it is natural to keep out of sight as much as possible. He is, by the help of his cleanliness, able to talk fluently and usually able to talk right to the point. Take the best salesman in Toronto, put a dirty collar and tie on him, and he will be under a great disadvantage. He simply cannot work as before, because the dirty collar and tie is uppermost in his mind, and he cannot forget the fact, which gives him very little time to think of his work. That is easily remedied, you say. Yes it is, but how often is it that when you go into a store you will find the clerks untidy? Appearance, after all, is a great thing, and it would be a good thing for us to pay attention and take heed if we wish to be classed as salesmen and be able to dispose of goods at a profit.

### HOW CLERK CAN HELP WHEN TRADE IS QUIET

When times are a trifle dull, the dealer has to look after the expense account, and in this the clerk can help him to a considerable extent. Here are some hints.

Lighting bills may be cut down by a little thought. Lower the gas light or shut off the electric light when not in use. This precaution applies more particularly to the basement or the storeroom or the cooler. Get the habit.

Before you realize it you will be as economically inclined in the store as you are at home, where expense touches your own inside pocket.

"Even balance is just weight." When you live up to that you are doing justice to two people. The habit of correct weighing is one of the very important habits

to form. It means a lot to your employer. It means a lot to you if you desire to keep your self-respect.

Increasing volume means lowering expense. It's another phase of it, of course. A new customer representing a family of half a dozen is a big help. Try and get that new customer.

### PITHY POINTERS FOR THE CLERK

**T**HE clerk who always has a pleasant smile for a customer is worth twice the salary of the one with a chronic grouch. In the big scheme of the universe there may be some place for the grouch, but that place certainly is not behind the counter of a store. It pays to be pleasant.

\* \* \*

The right way of doing things may be harder to learn, but it is easier to do after it is learned, and it is a big time-saver in the end.

\* \* \*

New people are coming to your town. Do you know that the winning of these people is largely in the hands of your boys? Personal attention to the filling of their orders and courtesy at all times will help you win.

\* \* \*

There are not enough show cards used in the majority of stores. Why don't you see that more are used? Even if the work is not the best, it is better than none. In the meantime, follow our course on show card writing and try to improve your efficiency in this direction.

\* \* \*

The clerk who regards himself as a part of the firm may seem to his fellows to take himself too seriously, but he will get ahead when the others are lagging behind.

\* \* \*

If your store or your windows do not seem light enough, it may not be more light that is needed, but a better distribution of what light you have.

\* \* \*

If you want more wages or salary, just bear in mind that the burden of proof is on you. You must first show your employer you are worth it.

\* \* \*

Never slight a stranger's trade just because he is a stranger. You never know who a stranger is or what he may be able to do for you.

\* \* \*

No matter how anxious you may be to make the sale, don't say anything that may result in dissatisfaction when the goods are used.

### MAKING YOUR EMPLOYER'S INTERESTS YOURS

It's all right to keep Saturday night and pay day in mind, but look even farther ahead—into your own future. It will bring you back to the present and the realization of the need of putting forth your best efforts if you expect to achieve success and independence some day.

A means towards that end is to constantly make your employer's interests your own, striving to accomplish the best results in the matter of sales and profits, just as if the business were your own. It will make you of greater value to your employer, and put you in a position to earn more money. In addition, you will have the satisfaction of having done your best—and that is something of much value.



## Increasing Retail Hardware Association Membership

THE campaign for increasing the membership of the O.R.H. & S.D.A. is now in full swing and forging ahead. Secretary Macpherson reports a satisfactory number of applications coming in from hardware dealers and from travelers.

The captains of the various districts have got down to work and are also making progress. A. J. Wright, Hamilton, has circularized all the hardwaremen in his district, and with each circular enclosed application forms for dealers, clerks, and travelers. A number of enthusiastic replies promising help were sent him. In almost every case the travelers filled in the application form immediately. The hot summer months may not be the best time to solicit members, but it is essential that the work be kept up, and with Mr. Wright this is evidently the case. "We are piling up ammunition," he says, "for the purpose of serving our heavy artillery for our campaign in Niagara Peninsula."

Reg. F. Scott, Guelph, and R. Hawkins, Smiths Falls, are also doing their part in making the effort to build up a large association membership. And so with the other captains.

But what are the members of the rank and file doing to help the association in their own immediate locality and district? The most effective way to increase association membership, say the secretaries of hardware trade organizations across the line, is by personal solicitation. This, of course, is expensive when left entirely to the secretary or other officers to look after, but when the members become interested sufficiently to share the work this expense can be greatly cut down.

Secretary E. E. Lewis, secretary-treasurer of the Pacific Northwest Hardware and Implement Association, Inc., Spokane, Wash., in a letter to Canadian Hardware Journal, giving his experiences of efforts made to increase the membership of his association, says:

"The most effective way of increasing the association membership is by personal solicitation from the secretary or other officers. This is, of course, the most expensive. A good sized membership committee so selected that each portion of the territory is represented can accomplish much by letter writing and personal canvassing.

"Another means we have used has been personal letters from the officers and directors. For instance, the secretary would ask each member of the board to write just such a letter as he would address to a non-member, outlining benefits of association membership and giving reasons why the non-member should join. These letters are multigraphed, headed in, envelopes addressed, stamps attached and expressed to the writer ready to sign and mail from his own post office. They are so timed that the non-members receive one each week for several weeks.

"By talking to dealers in their own and near-by towns the rank and file could do much more toward increasing membership than they seem to realize."

The secretary of the National Retail Hardware Association uses both the mails and personal solicitation. They have the hardware mutual fire insurance companies in the United States, which during the last fourteen years have grown to immense proportions. The state secretaries frequently mail circular letters,

sent by the National Association, to lists of prospects. State secretaries also take trips into undeveloped territory calling on retailers, sometimes taking with them some member who may be located in the territory.

The National office also works with the state secretaries, and if one of the latter happens to be either canvassing a certain territory or circularizing it, the National secretary will, upon request, send a circular letter from headquarters backing up the statements of the secretary.

"Also," says Arthur E. Towne, editor of the National Hardware Bulletin, "we will send literature descriptive of the service which the National has to offer, and as well we send sample copies of the Bulletin. This we follow up quite steadily and we find it brings results. The best results are obtained by a vigorous campaign just a few weeks prior to the annual convention and among the letters sent to the prospects is one containing an invitation to the convention, copy of programs, etc.

"A great many dealers respond to such an invitation, and when once they come to a convention, get a glimpse of the exhibit, and take in a meeting or two, they almost invariably take out a membership. Some states employ traveling hardware salesmen as solicitors, giving them a commission on all new members they secure. In some cases they get up a contest giving a prize to the salesman who secures the largest number of new members. We believe it is Michigan which, on several occasions, has given a \$25 sample case as first prize."

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### NEW YORK HELPING IN FINANCIAL DISTRESS.

At the recent convention of the New York Retail Hardware Association, says the National Hardware Bulletin, President Boyce suggested a plan whereby the association could assist members who were in financial distress. In case of such an emergency officers or a special committee of the association could take up the affairs of the distressed merchant with the manufacturers and jobbers with whom he was doing business and, wherever feasible, secure adjustment whereby the dealer would be saved his business, and secure for his creditors at least as large a dividend, if not larger, than they would receive from a bankruptcy court. A number of jobbers expressed themselves favorable toward the idea.

The idea is worth trying out. It would help to keep within regular business channels much that is now wasted in costly court proceedings. Much of this waste could undoubtedly be eliminated by simply getting together and having an understanding. According to the usual procedure, when a failure occurs the merchant loses everything; in the closing out of the stock and the accounts there is usually a heavy shrinkage in value, and after the court expenses are settled the creditors are lucky if they realize twenty-five cents on the dollar. If failure cannot be avoided it would still be desirable to have the largest possible dividend go to the creditors, and an association that could arrange to have such a business disposed of would be performing a service that would be a credit to itself and its members.



# Wisdom of Co-operating With the Retail Dealer

By Edward S. Babcox

**B**EFORE we look forward, let's look backward. In the old days—the picturesque days—when salesmen were not so popular as the old-fashioned “Drummer,” it was the manufacturer's ambition simply to load up the dealers. He cared little or nothing about how the dealer was going to get his goods across his counter to the consuming public. Drummers were sent out from the big manufacturing centres and from the big wholesale jobbing houses to call on the trade—and load them up.

No matter whether it was the grocery trade, dry goods, hardware, or what not, the tactics were about the same. The drummer came into town, visited with the dealer, bought him dinners, cigars, and some other things, and got his order more on the basis of conviviality and friendship rather than on the basis of good salesmanship. Naturally, goods sold this way did not stay sold as they should.

With the rise of our present economic and competitive epoch in business, these old-fashioned dealers found themselves overloaded with stock. The younger competitor around the corner might be a source of a good deal of trouble because he did business on the modern basis. Perhaps, the old-fashioned dealer's credit would begin to weaken. He might be obliged to return the goods after they were out of date, or in lieu of this, perhaps seek longer extension of credit, which in the aggregate affected seriously the fundamental credit and standing of the manufacturers themselves.

The old regime was bad at the core. Naturally, it could not last, and it did not last. With increasing population, increasing competition, increasing demand for goods, come the development of keener manufacturers, keener salesmen, and, of course, keener and better dealers.

At about this same time we see the beginning of advertising as we know it in its modern sense.

## The New Era in Business.

Business men of vision and long-range imagination coming to be heads of old institutions realized the importance of the dealer. They realized that the dealer is the pivot in practically all sales campaigns except those, of course, where the manufacturer sells direct to the consumer. A board of directors down East might instruct their president or general manager to manufacture and sell a certain automobile or a spark plug, or even a tire, on a certain basis. Perhaps the company might go ahead and make elaborate arrangements for the manufacturing. Large quantities of raw material would be ordered, expensive machinery installed, and factory hands employed. A sales department would be organized, accounting department, shipping department, etc. When the product began to come through and find its way out into the channels of trade, it would meet with a cold reception unless the dealers had been properly advised and cultivated in connection with the new product.

The dealer is the last link between the manufacturer and his consuming public. He can make or break the manufacturer in his territory. He it is—the dealer—who, with his activity, his integrity, and his business

promotion, can advance the manufacturer's interests more than any other force in his territory.

Realizing these things, then it is only natural that the modern manufacturer should realize the pivotal importance of the dealer and endeavor to do everything possible, not only to sell the dealer, but to help the dealer sell the goods to the public.

So, we find to-day that when salesmen from the big factories come out and call on the retail dealers with their various lines, we find these salesmen talking, not so much about selling the dealer as about what the factory is going to do to help the dealer in his local personal sales.

And in it all, advertising has a large hand.

Advertising is the megaphone of business, and is the great composite voice which speaks the policies of the institution to millions and millions of people who see the publicity country-wide.

Business executives to-day appreciate the need of building strong and deep. They realize that their organizations to be permanent must be built on a sound basis. A mushroom grows up overnight, but it takes years to grow an oak tree.

Christopher Columbus was a business man of more than ordinary importance as an example of present-day business-builders.

He started with a purpose. He wanted to find the most direct way to market. The Far East offered the market, but the long trip around the great unknown southern continent ate up profits. Columbus believed that by sailing directly west he could reach the eastern shores of Asia. To use modern terms, he carried his idea to the firm of Ferdinand & Isabella, who were in the government business in Spain, and secured an advertising appropriation which he thought was sufficient to carry the firm's message to the Eastern buying public. Not having enough to engage in a campaign of general publicity, he invested all he had in three media—otherwise known as ships—called the Santa Maria, the Pinta, and the Nina. He loaded these ships—or filled his advertising space, if you want it that way—with copy that would bring in the orders..

You know the rest. He kept his purpose in mind. He was no human weather vane. “To-day we sailed westward, which is our course,” he wrote each day in his log. No matter what advisers said to him, no matter how mutinous the crew, Columbus kept his purpose in mind, and doggedly wrote, “To-day we sailed westward, which is our course.”

Then, on the 7th of October, as the history books have it, Martin Alonzo Pinzon, commanding the Pinta, came aboard the Santa Maria and pointed out that birds were flying south-east, and that land must be in that direction. Columbus wavered. He betrayed his faith in his theory—in his purpose. The course was altered. He landed on a little island. Had he sailed directly west—had he followed his theory—had he held to his purpose—he would have reached Florida or one of the present Carolinas.

Many a business man, starting with a definite purpose, feeling with a definite purpose, feeling absolute confidence in his theory, never doubting his ability to win, has traveled toward a great business success,



and, by listening to fool advice, has turned aside and landed on an island instead of the mainland of achievement.

Yes, we have got to steer a straight course, and keep our eye always on the target—the destination.

Dealers more and more are becoming to be regarded as an important and large factor in many organizations. They are regarded as they should be—as necessary and important links in the chain of development.

A certain automobile company in Detroit realizes the importance of the dealer situation. This concern is to market a new car this fall. Up to date, no dealer in the United States has seen this car or even a picture of it so far as I know. Yet, because of their straightforward methods, their proposition has proved most magnetic, and already over 7,000 dealers have expressed a willingness and desire through the medium of a signed contract to handle this car. You may be sure that when the sales campaign of this particular institution is completely launched that the dealers will receive most careful and helpful, courteous consideration.

How greatly this plan differs from the old-fashioned idea, which led manufacturers to believe that their job was done after they had manufactured their car and got it on the dealer's floor!

#### Specific Examples of Co-operation.

You ask me now what can the automobile and automobile accessory dealer of to-day expect in the way of specific co-operation from the factories he represents.

There are many, many things which he should not only demand, but use and capitalize.

In the first place, before putting in a line at all, he should be sure that it is a standard, advertised line, because that means it will be much easier to sell. People believe in Ivory Soap, Tiffany Silver, Colgate's Shaving Cream much more confidently than they do in some unbranded goods which have not back of them the educational campaigns necessary to familiarize the public with them.

With such a product, well advertised and well established in the general public mind, your sailing will be much simpler than with a brand new, unknown product, whether it be automobile, carburetor, spark plugs, or tires.

This general advertising is the heavy artillery of business. But in the make-up of the business army there must be the infantry, which means that there must be specific local advertising and sales assistance if the dealer is to make the most progress.

Perhaps you have a mailing list of possible customers. Your factory should assist you in circularizing this list with suitable matter which would be to your interest. Printed matter, such as folders and booklets for enclosing in your outgoing mail should be sought, secured, and used regularly. If there be any dealer who is contemplating a special campaign, to which he is willing to contribute part or all of the cost, he should certainly find in these enlightened days of business activity that one or more of his manufacturers will give him expert assistance and advice through the medium of its advertising and promotion departments.

Do not get the idea that the advertising which you do in your local territories is not helpful. Do not get the idea that the general advertising of the manufacturer is not helpful.

Advertising works just like this: Each little advertisement reaches a few people, and each succeeding

advertisement reaches a few more, and pretty soon you have leavened the territory you are covering, whether it be local or national, with a knowledge of your goods. This is the kind of assistance and co-operation which dealers have a right to expect from all manufacturers, and when you get it, you will find that the public you are trying to reach will not seem so distant nor hard to get at.

After all, the great light which is shining brightest in the commercial heavens these days is showing manufacturers that the ultimate consumer is the man to be reached. Dealers know this, and by co-operation manufacturers and dealers are achieving splendid results.

General advertising is like a great national business card, which is handed to your customers and prospects before you call on them. You see actual traceable results of this advertising whenever you call on a man and he says, "Yes, I know your proposition, and I am glad to hear you are handling in this territory."

#### DEALER BELIEVES CREDIT BUSINESS IS BEST.

There has been much said in the past as to the respective merits of cash and credit systems of doing business. One firm that, after a trial of both, state their preferment of the credit system, is Reeks & Co., of St. Thomas, Ont.

##### Why He Believes It Best.

"There may be some losses connected with the credit business," stated Mr. Reeks to one of the editors of this paper, "but I believe it is much more profitable in the end. I started out on a cash basis and went along for two years, at the end of which time I found we were not making satisfactory progress. We switched over to credit and we now do practically as much cash business as before and have the credit trade in addition.

"To conduct a cash business and get the trade," he continued, "you have to offer some price inducements. If a customer can get the convenience of credit at another store, they are not going to pay you cash without some inducement, and if you cut prices your profits are reduced. I find also that cut prices attract only that class of people who are shopping around, and who buy only those lines that are reduced.

"I also consider the credit business best," says Mr. Reeks, "because it gives you steady customers, while the ones who pay cash are running all over. In addition the credit customer buys more goods than the person who is paying out cash for each purchase. They are not so much inclined to practise economy."

It is pointed out, however, that it is necessary to be watchful in the extension of credit in order to guard against bad accounts. Mr. Reeks knows a good many of those in St. Thomas and eliminates the doubtful ones. "If a customer comes in from an outside point, we frequently have to run a certain degree of chance," he states, "but when people from town ask for credit, we inquire where they previously dealt, and so find out whether they are reliable or not.

"If they don't pay up at the appointed time, we cut them out and start in to collect the account. If a man is really honest, a dealer can give him more leeway. For instance, I recall one case where a man, drawing only \$45 a month, fell sick when he owed us an account of \$100. It ran up to \$132, but we gave it to him because we did not like to refuse him under the circumstances, and because we felt he was honest. He got well and paid up every cent he owed. If a man is really honest, a dealer runs a good chance of getting his money."



## Hints on How to Make Circular Letters Pay

By Edward H. Schulze

Don't fool yourself in the belief that your letters are not pulling because of industrial conditions. The time to put more highly efficient ideas into your letters is when the returns are poor.

\* \* \*

Don't use cheap-looking letterheads and printed matter unless you want to give the impression that yours is a cheap organization.

\* \* \*

Don't write long sentences or long paragraphs. Make your letter easy to read.

\* \* \*

Don't furnish return postage to business men when asking for business and expect this, in itself, to bring you more replies. If the buyer is really interested and wants to do business with you, he will not let a penny or two-cent stamp stop him. On the other hand, if he is not interested, just at this time, a two-cent stamp or postal card isn't going to tempt him to spend money buying your products. Think of the waste.

\* \* \*

Don't, on the other hand, neglect to supply postage when asking anyone for information. That is common courtesy.

\* \* \*

Don't ever neglect to make it easy for the prospect to reply. The less effort the prospect has to put forth, to show you that he is interested, the more responses you will receive. Such closing paragraphs as "Merely return the enclosed card and we will send you" and "Don't bother to write a letter, but just pin a dollar to this one and return" are the kind that get business.

\* \* \*

Don't expect follow-up letters to pull returns when they all present your proposition from the same angle. Make each letter different. Make each explain the proposition from a new angle. No one letter will appeal to all of your prospects. The reason of the follow-up is to present the proposition in so many different ways that eventually you will appeal to all of your real prospects.

\* \* \*

Don't overlook the fact that the average prospect must have some reason why he should act now. People are naturally inclined to "put things aside." You must overcome this, or take less business than is rightfully yours.

\* \* \*

Don't neglect complaints. More business is lost through lack of consideration in handling complaints than in any other way. We give so much thought to getting new business that we oftentimes are indifferent to the needs of the old.

\* \* \*

Don't just tell a man that you are sending him a catalogue or booklet because he requested you to do so. Arouse interest in the catalogue by telling him, in your letter, to turn to page —, where he will find a description of the — he is most interested in. Then tell him to turn to page —, where he will find what others say. Give your letter human interest.

\* \* \*

Don't lack confidence in your own product. Give every chance for the prospect to prove to his own satis-

faction that the goods are what you claim they are. This is the day when goods are sold "on examination."

\* \* \*

Don't forget that the proper use of "testimonial letters" is just as effective to-day as it ever was. It is human nature to be influenced by what others say about the goods we think of buying.

### A LETTER WHICH SELLS

How letter writing grows out of letter planning will be easy to see if we consider for a few minutes that we are seated across the desk from a certain copy man of the Middle West. A conference is on.

"We have figured out," says the copy man, "that we want to run some advertising in the newspapers to sell gas ranges. The idea is to make our talk against using a worn-out stove—that is our story, the advantage of the new over the old. Some of our sales may be made by mail or 'phone, but the action we are pushing for is to have the prospect come in to some of our sales rooms and pick the style that suits."

"It's going to take considerable persuasion to make people do that," you suggest, "a stove's a stove."

"Suppose then that we contrast the cost for fuel month by month," someone suggests.

"That wouldn't be bad," the copy man answers, "but very few families watch their costs closely. If, however, we can make the man of the house realize how much extra trouble he is putting upon his wife—"

"And how much poor cooking he has to eat—"

"Then why not picture the man and his wife across the table from each other with a spoiled meal between them, and a certain amount of nervous tension, for all of which the old stove is entirely responsible?"

With that example of the advantage of the new range over the old one, the copy man actually secured a drawing and worked out this easy, informal piece of copy, which would have been almost equally strong as a sales letter:

Let friend wife declare war when she is blamed for a punk dinner—that should be charged to a worthless, worn-out range.

No husband has a right to criticize his wife's cooking unless he is sure she has a "Composite" gas range in her kitchen.

Used according to directions a "Composite" will cook an entire meal with one fire burning.

"Composite" Ranges are built to our order by the ten leading makers—every stove a composite of features that have proved best in thousands of comparative tests in our laboratories. You can select one to fit your space and your requirements from our stock of fifty styles—at any branch store or at our big down-town salesroom.

What this writer did in order to make his reader see the proffered value in its true setting was to pick a situation he was sure of and to put it up to the average reader as his own experience. This is a safe and often effective way to dress up your proposition.

### WHAT SYSTEM DOES FOR THE DEALER

**S**YSTEM introduced into business works for greater profit because it guards against losses and keeps the merchant acquainted with the standing and progress of his business. This refers to system used in connection with book-keeping, and in keeping track of sales, stock, book accounts, etc.

System in looking after stock and orders, in handling of customers, and similar work, lessens the amount of labor in connection with it, and this, of course, has a bearing on profit, because it allows the maximum amount of business to be done at a minimum cost.



# Increased Business Follows Concentration Methods

Two methods have been followed by Henry Disston & Sons, Toronto, in increasing the sales of the lines manufactured by them. These include saws of all kinds. The increase in sales on all lines for the first six months of 1914 over the same period for 1913 amounted to 32 per cent. On three particular lines the business secured during the first six months of this year equaled the total amount for those same lines in 1913.

## Concentration of Salesmen on Certain Lines

Sales staffs are maintained in the various provinces, and they were instructed to concentrate on specific lines at certain times during the year. Previous to



S. Y. DINGEE.  
General Manager, Henry Disston  
& Sons, Toronto.

their calls the advertisements told their story about the same lines, and thus a very effective sales campaign was carried on, resulting in an increase of business in these particular lines.

## Building Up a "Quality" Line

When the writer was in the office of the general manager, Mr. S. Y. Dingee, the mail was brought to him. One order, which was a generous repeat one, contained a letter congratulating him on the quality of the goods. Before being filed, this letter was shown to the man in the factory responsible. This is a practice which has been found to be effective in securing the co-operation of the foremen.

The co-operation of the men is secured by making them feel a personal interest in their work. One way by which this is done is by letting them know something about the orders received. Thus, the men in the shop have become as much interested in increasing the sales as the salesmen or the men in the office. Thus, when experiments were started with the idea of improving the quality, where possible, it was easy to secure the interest of the workmen in the work.

In the disposal of waste wood, the men were also considered. The waste could easily be sold for \$1 or \$1.50 per load, but married men are given loads of

waste in turn as it collects, the men arranging for its removal from the factory.

Mr. Dingee shows a personal interest in the men, and at six o'clock he is frequently at the door saluting them as they pass out.

The manufacture of "quality" goods began with the employment of expert workmen in charge of departments and putting men under them who were willing to learn the business. This was followed by a checking up of methods and processes as described in the following paragraph.

## Material Used Dependent on Work to be Done.

The saw blanks are brought from the United States factory steel mills. They are arranged in racks according to size and composition. When an order comes in for a saw of certain size to do certain work, the blank is selected from the rack containing those of the composition which practice has shown to be the best for the work for which it is intended.

## Heat Measuring Devices to Ensure Results.

Experiments are being continually carried on to ensure the quality of the steel. In the furnace department are two heating furnaces, three tempering furnaces, and two oil stiffening furnaces. Each heating and tempering furnace is equipped with an electric pyrometer and indicating thermometer, so arranged that the charge-man can read either end of the furnace as desired.

In the manager's office is a recording thermometer on which the heat of any one of the furnaces, as desired, is recorded.

An oil preparation is used in tempering, and a uniform density at a certain heat is maintained by testing continuously with a hydrometer.

When a saw is put into a furnace, pieces, such as the centre or edge cut from the same blank, are heated with it and put through exactly the same treatment. When the piece is sent to the office it is numbered to show to which saw it belongs. Here it is broken into two parts. One part is tested under the scleroscope and put in an envelope with the information gained from such a test. The duplicate piece is put in another envelope, numbered, and sent to the chemist at the United States factory, where further tests are carried on and reports made. By thus watching the condition of manufacturing, the effect of heat, the structure of the steel, etc., improvements have been made which resulted in an excellent product.

This constant endeavor to improve the quality of the product has been the means of bringing forth many letters such as the one quoted, and thus "quality" has been linked up with "concentration" as a reason for the growth of the business.

## Business is Taken Seriously.

Another reason for the increase of business is that the general manager believes in taking business seriously. Since he accepted the management two years ago, Mr. Dingee has made a practice of being at the office from seven to six. The manager's door is always open for hearing suggestions or complaints. The result is that there are no misunderstandings, and that many improvements have been made possible. The foremen also feel freer to discuss questions of importance with the manager before arriving at a decision.



## Canadian Trade News

Moore Bros., hardware dealers at Hensall, Ont., have sold their business.

The Canada Malleable & Steel Range Mfg. Co., Ltd., has been registered at Montreal.

Cluff Ammunition Co., Ltd., capital \$100,000, has been incorporated with head office at Toronto.

Ontario Ammunition Co., Ltd., has been incorporated with a capital of \$500,000. Headquarters at Toronto.

The roof of the Gurney Foundry Co.'s plant at West Toronto was partly blown off and many of the windows broken recently when a car on a nearby siding containing gas tanks for lighthouse service exploded. \$2,000 damage was done.

### News From Western Canada

C. J. Loewen has sold his hardware business at Waldheim, Sask.

W. A. Brady intends rebuilding his hardware store, burned recently at Reston, Man., at once.

W. A. Hamil is removing his hardware business from Edmonton to Lashburn, Sask.

A. H. Jackson's hardware store at Scotsguard, Sask., was damaged by fire recently.

The F. R. Murray Co., Ltd., have removed their office, warehouse and sample room at Vancouver from 1118 Hamilton Street to 117 Pender Street West. This concern, among other lines, are British Columbia distributors for a large number of Canadian, British and United States hardware and paint manufacturers.

G. St. James has been appointed manager of the hardware department of the Hudson Bay Co.'s store at Winnipeg.

Jas. A. Moir, of Beatty Bros., Ltd. (Fergus), Winnipeg office, has enlisted with the 44th Battalion, Winnipeg, and is now in camp at Sewall, Man.

### BUSINESS CHANGES

Waldheim—C. J. Loewen, hardware, sold to J. Simon Peters.

Salteoats—I. G. Crossley, hardware and implements, succeeded by T. J. & A. Warren.

Melville—R. Garvin & Son, hardware, sold to E. Smith Hardware & Electric Co.

Bawlf—Molstead & Anderson, hardware, sold to D. A. Fraser.

Wawanesa—L. R. Cotton, hardware, succeeded by Cotton & Loonen.

Thorold—Jas Wilson, hardware and groceries, sold to A. Wilson.

Toronto—Joseph Owen, hardware, sold to R. D. Ross.

Sherbrooke—Frye & Cross, hardware, registered.

Toronto—A. Winch & Co., hardware and paints, dis-

solved. Alfred J. Barrett will continue the hardware business and Annie K. Winch the paint end of the business.

### REMINGTON ARMS PLANT NOT FOR SALE

Recently there have been persistent rumors to the effect that Germany was seeking to purchase American ammunition-making plants, not so much on account of any shortage of ammunition for its own armies as with a view to putting an end to the tremendous shipments which are going forward to the Allies. The Remington Arms-Union Metallic Cartridge Company and the Bethlehem Steel Company have both been specially named as objective points of the German efforts. It now appears, however, that there is not the slightest chance of Germany securing a dollar's worth of interest in either of these two great concerns.

Samuel F. Pryor, vice-president and general manager of the Remington Arms-Union Metallic Cartridge Co., was seen in regard to these persistent rumors, and he was very emphatic in asserting that there was not the slightest foundation for them. Mr. Pryor stated that no sum which might be offered for the properties would afford the slightest temptation to the owner to dispose of them and thus prevent the performance of existing contracts. He was equally emphatic in asserting that the additions to the plants did not constitute a mere temporary expedient, but were largely made in accordance with the general policy of expansion adopted by the company before the outbreak of the European war, and that this policy would not be interfered with, even if the war were to come to an end to-morrow. The additions to the plants, now under construction, are of the most modern type and of the most substantial, durable and permanent character.

Hardware traveler at the battle front—Lieutenant W. C. Sterling, 4th Battalion, formerly city traveler for The Sheet Metal Products Co. of Canada Ltd., covering the east end of Toronto for that firm for six or seven years.

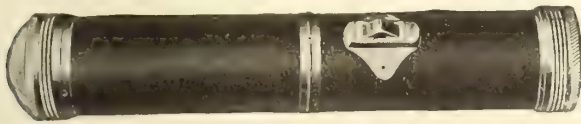




## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Canadian Ever Ready Works, 86-90 Chestnut Street, Toronto, are offering a line of handsome nickel-plated solid metal case tubular flashlights for motorists, the plumber, and the steamfitter. These lights are water and oil proof and cannot be short-circuited by contact with metal tools, etc. They are made in all standard sizes in straight tubular types, also with large parabolic reflector for general outdoor use. They are equipped with the famous Eveready "Tungsten"



guaranteed battery and the Eveready mazda lamp. The case, the battery, and lamp are "made for each other," thus insuring the maximum of efficiency.

The Canadian Ever Ready Works have been manufacturing in Toronto since July, 1914, and state that in spite of war conditions their business has shown a most gratifying growth.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

Henry Disston & Sons, Inc., Philadelphia, have recently put out a 64-page book entitled "The Saw in History." It handles in a comprehensive way the development of the saw from its prehistoric origin to its present highly perfected form. Practically every type of saw is covered, descriptions of the more modern developments being especially complete. The text is supplemented with profuse illustrations.

The preparation of the book involved a vast amount of research among libraries, private records, original manuscript, etc., and "The Saw in History" is claimed to be the first complete chronological record of the development of this tool. The facts are presented in an interesting, readable manner, and its perusal will prove valuable to anyone, especially to those in intimate touch with the present day application of this universal tool. A copy may be had, free of cost, by application to Henry Disston & Sons, Inc., Philadelphia, Pa.

### PREPARING FIBRE FOR ROPE-MAKING

A rope expert once said: "Any manufacturer can make rope—it is a simple operation; but very few can make good rope, because few are willing to devote the necessary amount of pains to each of the little operations in the process."

Probably the expert referred to the preparatory operations, for in rope-making, as in so many other industries, adequate preparation is said to be the secret of success. Tracing the process from the receipt of

the raw hemp, just as it leaves the hands of the native Filipino laborer to the draw frames from which the sliver is delivered, is an interesting one. The machines are arranged in series, usually as follows: A first and second breaker, a coarse and a fine spreader, and a draw frame. The treatment is varied to suit the particular requirements of different hems or ropes by a prolonging or shortening of the series and by the adjusting of individual machines, but the method is always essentially the same. The purpose of the first breaker is to form the primary sliver, or "roping," as it is sometimes called. The hanks of fibre—some-what matted if they have been oiled—are fed by hand into the machine, several at a time. Steel pins fitted to a slowly revolving endless chain grasp the mass, while a second set of pins, moving more rapidly, draws out the individual fibres and combs them into a continuous form. The operations which follow are very similar. A number of "ropings" are allowed to feed together into a first slowly revolving set of pins and are drawn out again by a high-speed set into a smaller sliver, the pins becoming finer on each succeeding machine until the draw frame is reached. Here the fibre is pulled from a single set of pins between two rapidly moving leather belts called aprons. On all of these machines the fibre passes between rollers as it goes on to and leaves the pins, and the sliver is given its cylindrical form by being drawn through a circular opening.

A finished sliver must conform to the special size desired for spinning. Different sizes are secured by changing the number of "ropings" which are allowed to feed into the fine spreader. When "rule of thumb" standards of measurement were practised, the size of the sliver was tested by the number of turns which could be clasped in the hand between the ends of the thumb and forefinger. If the workman's hand chanced to be different from the official hand, he made allowances accordingly. At best, this was a rough and ready method, but through long practice, the men could become surprisingly expert. Mechanical grips or clasps are now used because they are more convenient and afford greater accuracy.

### MOTOR TRUCK PROVED EFFICIENCY

In a recent report of the chief engineer of the Canadian Builders' Supply Company, Vancouver, proof of the abundant hauling efficiency of a motor truck when handled scientifically was given. He states: "In a single workday our three-ton truck covered a distance of 72 miles, carrying 99 yards of fine gravel and 6 yards of washed sand, making an estimated weight of 183 tons for a day's work. This haul was made in 10½ hours on a gasoline consumption of 10 gals." The figures quoted show to what extent the latent energy can be utilized when operating on an efficiency basis.

### THE MAN WHO WOULD NOT ADVERTISE

There was a man in our town,  
And he was wondrous wise,  
He swore by all the dogs that be  
He would not advertise.

At last one day he advertised,  
And thereby hangs a tale:  
The ad. was set in nonpareil  
And headed "Sheriff's Sale."



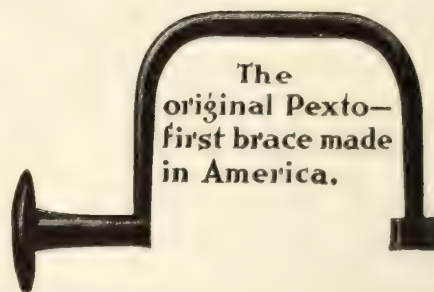
### BOMMER SPRING HINGES AT FRISCO.

Bommer Brothers, of Brooklyn, N.Y., have an attractive display at the Panama-Pacific International Exposition at San Francisco, in the Palace of Manufactures, near the main south entrance. The display is very complete and embraces the well-known Bommer single and double action spring butt hinges, Bommer floor spring hinges of all types, such as horizontal, vertical and mortise floor spring hinges, having hold-back, release and double release features as well as the plain floor mortise spring hinge, Bommer lavatory spring hinges, strikes and bolts. Bommer screen door hinges, door springs, door holders, and garage and engine house spring hinges, bolts and latches.

A striking innovation in their line of single and double action spring butt hinges is the new "dome tip" pattern which Bommer Brothers have recently put on the market. These hinges, while embodying all the mechanical principles of the new Bommer spring butt hinges of the ball tip style, have a somewhat plain but singularly pleasing design, giving a massive appearance. In the floor surface spring hinges, new improvements are shown, viz.: a very simple yet positive release which permits the door to swing free; oil holes in the side plates connected with channels allowing easy lubrication of all bearings and friction surfaces, eliminating the necessity of removing the side plates for lubricating; and beveled oblong side

not known, but old-timers in Southington, Conn., say it was 1850.

The earliest bit-brace was entirely cast iron, with a thumb-screw in the chuck end to hold the taper square shank bits. The head was riveted to the sweep so as to allow it to turn on the rivet. There was no centre or handle on the sweep to keep it from blistering the



hand. Fifteen years passed before any important development was shown in brace-making. This was a "ball"—now known as a centre—which revolved on the rod and made using a brace less painful by eliminating hand blistering. This brace was much lighter than any made before, having a wrought iron rod and wooden head. Fourteen years later, in 1886, came the adjustable steel jaw to fit different sizes of taper and square shanks.



plates to match the door hardware now so extensively used.

It has long been the policy of this firm to make exhibits as a means of publicity, and numerous medals awarded them at the expositions held in Liege, Paris, Chicago, Buffalo, St. Louis, and other cities are included in their display and add their testimony to the merits of their goods.

### HISTORY OF BIT-BRACE.

An odd-looking old tool is the one pictured herewith, but it looked mighty good to the carpenter of sixty to sixty-five years ago. Its appearance marked the beginning of a new era in brace-making, for it was the first manufactured in America. The exact date on which this original brace was produced is

From 1886 to 1897 improvements in braces were chiefly refinements of existing features, but in 1897 The Peek, Stow & Wilcox Co. announced its Samson brace, which marked another important development. The Samson has ball-bearing chuck, alligator jaw, cocobolo steel-clad head with dustproof ball-bearings, solid steel sweep, cocobolo centre, etc. The ball-bearing chuck is perhaps the most important addition ever made to a brace. It will hold round, square, or taper-shank drills. Tenpenny nails held in the Samson have bored through solid oak. Five-sixteenths inch rods, with one end held in a vise, have been twisted to the breaking point. It is tightened by hand and though it grips like a bull-dog it can be quickly and easily released. The Samson forged steel jaw interlocks accurately, adjusts itself perfectly to the shape of the drill-shank and has no complicated spring connection.



## Introduce Them to Your Trade

These two new and beautiful designs in wrought bronze or steel are shown in the new P.S. & W. catalog of Locks, Knobs and Builders' Hardware. They suggest the variety and beauty of the entire line of Pexto lock sets. And, remember, any of the Pexto designs will interchange with those of other big makers as to knob and key spacing and back set.

In the new catalog all lock sets of the same design are grouped together for quick reference. Illustrations are clear. Description underneath each picture is short, to the point—giving all the facts you want to know in a hurry. All goods shown in the book are made in Cleveland.

Your customers will be interested in the new additions to our line of builders' hardware, locks, inside and front door mortise sets, store door handles and locks, drop handle drawer pulls, etc.

*Write to-day for new catalog*



**GORDON**

Wrought bronze or steel.  $4\frac{1}{2}$  by  $3\frac{3}{8}$ .  
Back set  $2\frac{3}{4}$  inch.

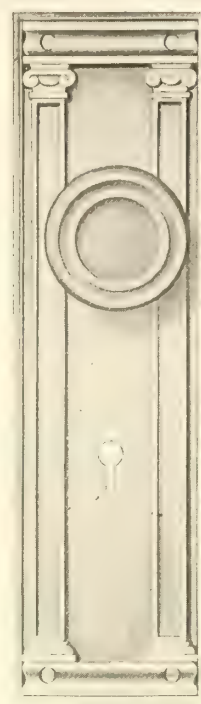


**The Peck, Stow & Wilcox Co.**

SOUTHINGTON, CONN.

CLEVELAND, O.

*Address all correspondence to Cleveland*



**FOREST**

Wrought bronze or steel.  $4\frac{1}{2}$  by  $3\frac{3}{8}$ .  
Back set  $2\frac{3}{4}$  inch.

# RAMSAY'S PAINT

## The Complete Line

"MADE IN CANADA"

Under the trade mark of this house which has been established since 1842, is manufactured everything for the use of the painter or the man who does his own painting.

Ramsay's Ready Mixed Paints are Dominion-standard—they cover the most area—give unusually long wear—and make a friend for you of every user you sell them to.

*Write us for prices on your requirements for*

"The Right Paint to Paint Right"

**A. RAMSAY & SON CO.**

Montreal

Branches at 167 Rensselaer St., Vancouver,  
B.C.; 48 Colborne St., Toronto





## Market Situation

**Hardware Markets.** The month of June, as a whole, was not so brisk in business as was anticipated, due principally to the cool weather. In this regard it was exceptional. Dealers did not buy so largely and ordered only when stock was completely run out.

At the beginning of the month there were a number of price changes, not altogether expected. Galvanized wares, lead pipe, black sheets, and similar commodities, went to higher quotations, owing to the higher cost of raw metals.

Brass and copper products also went up in the early days of the month, and, in fact, nearly all goods made of metal are either quoted at higher prices or are shaping for advance, owing to scarcity of raw material or higher charges and costs on same.

Towards the close of the month a number of lines came up for price changes—all of them advances. Among these were hinges, ammunition, tinned iron, nicked ware, and snow shovels. Brass rods are scarce.

\* \* \*

**Metal Markets.** Metals showed the most interesting trade developments of the past month. Nearly all metals are scarce, and as there is a big demand for some of those in the making of shells and shrapnel, higher quotations ruled almost immediately.

Spelter, which has been soaring at record prices for some time, is still tending upward, with stocks very scarce. The lowest price ever recorded for this metal was 3 cents, away back in 1895. Just a year ago it was 4.80 cents per pound. At the commencement of the European war spelter took a drop, strange to say, on account of large stocks; but before August, 1914, was out the price began to go up until the present high quotations began to rule.

The effect of the spelter market made for higher prices on galvanized sheets, and during the early days of June a higher quotation was asked on all galvanized products. Similar products in metals also began to be held firm, with some of them at higher prices. These increases, due to the rise in spelter, have been among the striking features of the metal market during this war period.

Spelter, which is zinc with a small amount of lead is one of the essentials in the manufacture of brass for cartridge cases and other ammunition purposes. The reason for the remarkable advance is that Germany and Belgium produce almost half of the world's annual supply. With that supply shut off the allies have had to turn to the American market for their needs, which are much greater than the supply. The result is that all of the big American producers are sold up for their complete supply to the end of the year and are working at top speed of production. This continent is now sending to England and France spelter at the rate of about 15,000 tons a month.

The American Zinc, Lead and Smelting Co. has sold, it was reported, 1,000,000 pounds of spelter for delivery in October, November and December, at 19 cents a pound. It is understood that the sale of a similar amount at 20 cents a pound is being negotiated.

In iron and steel the heavy buying of railway equipment by Russia and France in the U. S., the continued

heavy demand for munitions, the moderate improvement in domestic demand for nearly all iron and steel products, and the prospect for the development of a large amount of business of various kinds in the near future have added materially to the improvement in conditions recently noted. In the case of steel bars, plates, and structural shapes, several of the largest concerns have advanced quotations \$1 per ton, and are so well supplied with orders for the next three or four months that they are not seeking business for that period. As a natural result of the continued heavy demand for certain machine tools, especially lathes and screw machines, prices on these machines have again been advanced about 10 per cent., and prices are now approximately 20 per cent. higher than they were when war was declared.

In the case of lead it is somewhat remarkable that this commodity did not increase prices until now, as this metal constitutes 88 per cent. of the alloy of which bullets are composed. The other constituent is antimony, which is present usually to the amount of 12 per cent., although there is some variation. Antimony has been greatly affected, and brands such as Hallett's and Cookson's, which are largely used in making babbits, are now almost equal to tin in price, although in antebellum days they were pretty steady around 10 cents per pound.

Tin is steady here in Canada, but the U. S. market has shown a few fluctuations, and aluminum has about doubled in price.

Old rubbers, junk, etc., are quiet, and in good supply. Rubber boots and shoes, according to trim, 5c. to 6c.; auto tires, 3c. to 4c.; bicycle tires, 2c. to 3c.; lead, heavy, 3c. to 4c.; tea lead, 2c. to 3c.; brass, heavy, 9c. to 10c.; light, 6c. to 7c.; copper, heavy, 9c. to 12c.; light, 10c. to 10¾c.; zinc, 2½c. to 4c.

\* \* \*

**Paint Markets.** The expected has come in the paint field. Lead, which was expected months ago to go to higher prices, has now brought about increased costs of paint lines. Dry white lead, at the commencement of June, went up 75 cents a hundred, and within a week white lead in oil went up \$1.50 a hundred. Red lead, too, went up at the same time.

These newer costs sent up practically all ready-mixed paints. House, floor and porch paints are now increased 20 cents a gallon; barn, bridge, and roof paints, 10 cents; and flat oil paints, 15 cents. All these new prices on lead and paints are held firm.

Turpentine and oil held strong during the early part of the month, but an easing off was noted towards the middle of June. Not many, however, were prepared for the drop of 6 cents a gallon on linseed oil, noted a week ago. This has brought about an unsettled feeling.

Mr. Edward C. Johnstone has been invited to join the Toronto staff of the Dominion Paint Works. Limited. Mr. Johnstone will relieve Mr. Warner, the eastern representative of the company, of that part of the business pertaining to the repainting of factories, office buildings, etc., which has grown very fast.

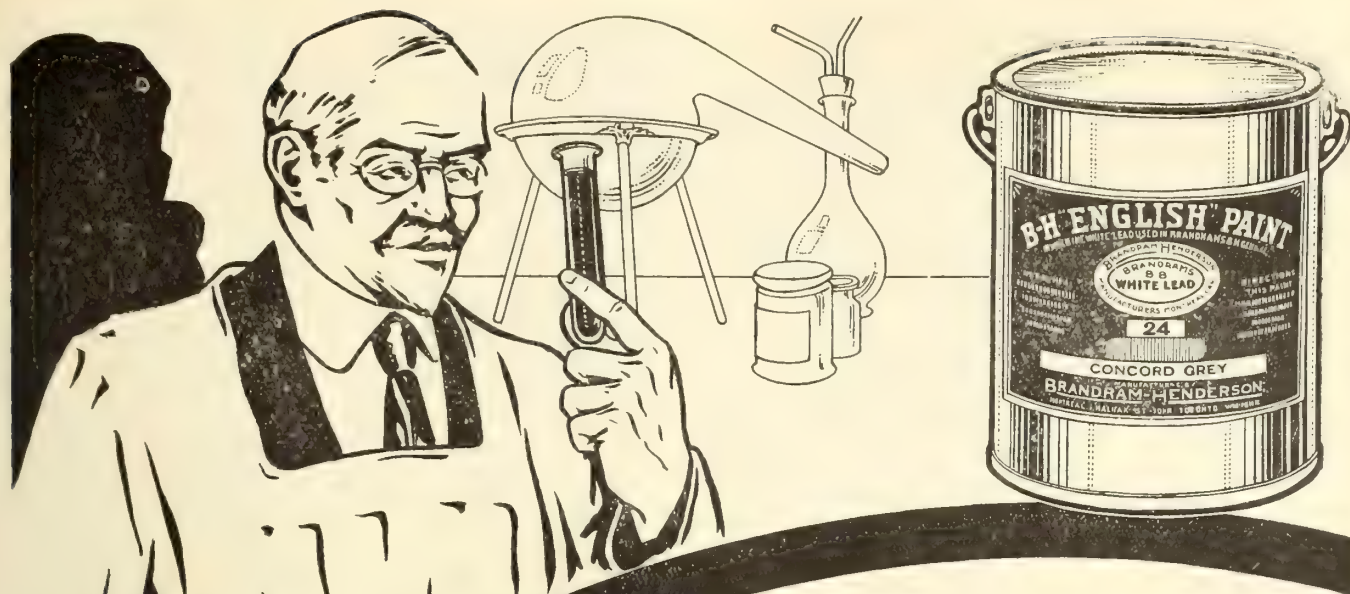
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Accountant, credit man, office manager. Young man, 28 years of age, open for position as above, 12 years' experience, mostly in Hardware Trade. First-class references. Box 304, Canadian Hardware Journal.

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**WANTED**—To hear from owner of good Hardware store for sale. State cash price. D. F. Bush, Minneapolis, Minn.





## The Responsibility of Science

Not every user of Paint is in a position to protect himself by scientific tests of the material he uses.

Not every dealer of paint can carry out a series of testing experiments in the interests of his customers.

The makers of

## B-H "ENGLISH" PAINT

have accepted this responsibility, and their guarantee of the correct scientific proportions of

## B-H "ENGLISH" PAINT

can be accepted absolutely by the Trade and the Consumer.

The ideal proportions of 70% Brandram's B. B. Genuine White Lead and 30% Pure White Oxide of Zinc as the basis, is not a lucky hit; it is a final deduction from scientific data and demonstration.

Scientific certainty is a strong selling point.

# BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



## PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

## METALS

Aluminum, ingots .....	0 32
Antimony, per lb. ....	0 40
Brass rods, ½ to 1 inch. .	0 24
Sheets, up to 20 gauge. .	0 33
Tubing, 1 inch base. . .	0 26
Copper, ingots, casting. .	0 22
Sheets, plain, 14 oz. . .	0 29
base .....	0 29
Sheets, tinned, 14 oz. .	0 30
base .....	0 37½
Sheets, braziers. . . . .	0 29½
Bars, round ½ to 2 in. .	0 27½
Black Sheets, 28 gauge base,	
Toronto .....	2 90
Montreal .....	3 00
Canada Plates—	
Ordinary, 52 sheets, To-	
ronto .....	3 25
All bright, 52 sheets. .	4 50
Galvanized Apollo Ordinary	
18x24x52 .....	6 00
60 .....	6 25
20x28x80 .....	6 25
20x28x80 .....	12 50
Galvanized Sheets (Corrugated)	
10 p.c. off. ....	
22 gauge, per square. .	6 75
24 gauge, per square. .	5 50
26 gauge, per square. .	4 25
28 gauge, per square. .	4 00
Galvanized Sheets, Fleur Queen's	
de Lis Head .....	
16-20 gauge .. 3 65	3 90
22-24 gauge .. 3 75	4 10
26 gauge .. 4 10	4 35
28 gauge .. 4 30	4 60
Apollo brand .....	
24 gauge, American .. 3 70	3 80
26 gauge, American .. 3 80	4 30
28 gauge (26 English) 4 30	
10% oz., equal to 28	
Eng. ....	4 50
Bar Iron, per 100 lb. . .	2 00
Forged iron .....	2 35
Refined horseshoe iron. .	2 40
Sleigh shoe and mild	
steel .....	2 25
Iron finished steel .....	2 50
Tire steel .....	2 20
High speed steel .....	0 65
Lead, Canadian pig .....	5 75
Bar pig .....	6 00
Sheets, base, 2½ lbs. sq.	
ft. ....	7 50
Pipe and waste .....	1 25
Traps and bends .....	25 p.c.
Solder, half and half, lb. 0 33	
Spelter, foreign, per 100	
lb. ....	14 00
Sheet zinc .....	15 00
Tin, ingots, 100 lbs. . .	50 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box .....	
I C, 14x20 base .....	7 00
I X, 14x20 base .....	8 00
I X X, 14x20 base .....	9 25
"Dominion Crown Best"—Ret-	
tinued. ....	
I C, 14x20 base .....	7 00
I X, 14x20 base .....	8 25
I X X, 14x20 base .....	9 50
"Allaway's Best"—Standard	
Quality. ....	
I C, 14x20 base .....	5 00
I X, 14x20 base .....	6 00
I X X, 14x20 base .....	7 00
Bright Cokes, Bessemer Steel.	
I C, 14x20 base .....	4 75
Terne Plates.	
I C, 20x28, 112 sheets 9 25	
I X, Terne Tin .....	9 40
Tinned Iron.	
72x30 up to 24 gauge,	
case lots .....	10 25
72x30 up to 26 gauge,	
case lots .....	10 75

## Scrap Metal, Dealers' Buying

Prices—	
Heavy Copper and Wire,	
lb. ....	0 12½
Light copper bottoms. .	0 10
Heavy red brass .....	0 09
Heavy yellow brass .....	0 08½
Light brass .....	0 07
Heavy lead .....	0 04
Tea lead .....	0 03½
Scrap zinc .....	0 05
No. 1 wrought iron. . .	6 00
Machinery cast scrap	
No. 1 .....	10 00
Stove plate .....	9 00
Malleable .....	9 00
Miscellaneous steel .....	6 00

## Iron Pipe, per 100 feet—

Black base, 1 inch .....	4 59
Galvanized base, 1 inch 7 99	

## Iron Pipe Fittings—

Canadian malleable, 40; cast	
iron, 65; standard bushings, 70;	
headers, 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77½; malleable lipped unions,	
65; plugs, 60 and 10.	

## Soil Pipe and Fittings—

Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45.	

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins .....	80 95

## Chemicals, in casks, per lb.—

Arsenate of lead .....	0 09
Sulphate of copper (blue	
stone) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07½
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09

## Colors in Oil—

Venetian red, 1 lb. tins,	
pure .....	0 16
Chrome, yellow, pure ..	0 24
Golden ochre, pure .....	0 15
French ochre, pure .....	0 14
Chrome green, pure .....	0 12
French permanent green,	
pure .....	0 16
Marine black, 25 lb.	
irons .....	0 08
Signwriters' black, pure	
0 22	
Glue, in sheets .....	0 10
1 lb. pkgs (Brantford). .	0 25

## Petroleum—

Can. prime white, gal. .	0 13½
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17½
Castor oil, per lb., in	
bbls. ....	0 08
Motor Gasoline, single	
bbls. ....	1 11
Benzine, per gal., single	
bbls. ....	0 14½

## Putty—

Bulk, 100 lb. drums. . .	2 70
Bladders in barrels ..	2 90

## Ready Mixed Paints—

Per gal., qt. tins 1 65	2 10
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## Red Lead (Dry)—

Genuine, 560 lb. casks,	
per cwt. ....	10 00
Genuine, 100 lb. kegs,	
per cwt. ....	10 00

## Shingle Stains—

In 5-gallon buckets ..	1 15
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## Turpentine and Linseed Oil—

Pure Turpentine, single	
barrels .....	0 65
Linseed Oil, single bar-	
rel, raw .....	0 79
Linseed Oil, single bar-	
rel, boiled .....	0 82

Rosin, "G" grade, bbl.	
per 280 lbs. ....	7 00

## Varnishes, per gal. cans—

Carriage, No. 1 .....	1 50
Pale durable body .....	2 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing .....	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 35
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lightning dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	2 00
Pure orange shellac var-	
nish, in barrels .....	1 90

## White Lead—

Canadian pure,	
ton lots .....	10 45
Canadian pure,	
less than tons. . . . .	10 75

## Zinc—

Extra Red Seal, V.M.	
(dry) 100 lb. kegs. . .	0 18
Pure, in 25-lb. irons (in	
oil) .....	0 17

## Window Glass—

United Inches	Star	D.D.
Under 26 .....	6 50	8 60
26 to 40 .....	7 00	10 00
41 to 50 .....	7 40	11 70
51 to 60 .....	8 00	12 00
61 to 70 .....	8 75	12 75
71 to 80 .....	9 50	13 85
81 to 85 .....	10 50	17 50
86 to 90 .....		18 85
91 to 95 .....		19 20
95 to 100 .....		22 75
Toronto, 20 p.c.		

## Miscellaneous—

Beeswax, per lb. ....	0 40
Orange mineral, 100 lb.	
kegs .....	0 10
Pine tar, ½ pt. tins, doz.	0 60
Plaster of Paris, bbls. .	2 25
Paris white, bbls. ....	1 10
Whiting, gilders, bolted	
1 00	
Whiting, plain .....	0 90

## HEAVY HARDWARE

Anvils, Taylor-Forbes ...	0 05½
Chain—Proof coil, per 100 lb.: ¼	
in., \$8.00; 5-16 in., \$5.35; ¾	
in., \$4.60; 7-16 in., \$4.30; 1½	
in., \$4.05; 9-16 in., \$4.05; 1½	
in., \$3.90; ¾ in., \$3.85; ½ in.	
\$3.65; 1 in., \$3.45.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable,	
135 lbs. ....	9 85
Horse Nails—	
\$3.00 per box base No. 9 and	
larger; Sampson No. 10 base	
\$2.25.	

Horseshoes—Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	

Toecalks Standard, J.P. & Co.	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base .....	2 35
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	

Hay Baling Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent.,	
other lengths 20c. per 100 lbs.	
extra.	

Clothes Line Wire—No. 19, \$2.95	
per 100 ft.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—45 p.c. off.	
Smooth Steel Wire—Base, \$2.30	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	2 75
Galvanized, plain twist 2 70	
Fence Staples—Bright, \$2.85; gal-	
vanized, \$3.00.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—	
Galvanized .....	3 00
Plain .....	2 65
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise .....	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

## GENERAL HARDWARE

Adzes—Carpenters'	
per doz. ....	12 50
Axes—Single bit,	
per doz. ....	6 75
Double bit, per	
doz. ....	10 50
Bench axes .....	9 00
Broad axes .....	22 75
Hunters' axes. ....	5 00
Boys' axes .....	5 75
Lathing	
hatchets .....	4 70
Shingle hatchets 1 45	6 75
Claw hatchets. ....	1 70
Barrel hatchets 5 50	6 85

Ammunition—"Dominion" Rim	
Fire Cartridges and C.B. caps,	
50, 10 & 2½ per cent.; B.B.	
caps, 50, 10 and 2½ per cent.	
Centre Fire Pistol Cartridges, 20	
and 2½ per cent.; Centre Fire	
Sporting and Military Car-	
tridges, 10 per cent.; Primers,	
10 and 2½ per cent.; Brass	
Shot Shells, 45 and 12½	
per cent.; Shot Cartridges, discount	
same as ball cartridges.	

Crown Black Powder, "Sov-	
ereign" Bulk Smokeless Pow-	
der, "Regal" Dense, Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder Empty Shells all 30	
and 10 per cent.	

Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net	
extras as follows: chilled 40c.;	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ¼c. per lb. f.o.b.	
Montreal, Halifax and St. John,	
f.o.b. Toronto, Hamilton and	
London, add 25c. per 100 lbs.	

Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 45; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47½; Clark's expansive,	
40; Jennings' Gen. auger, net	
list. Tobin High Speed, 50 and	
5; Tobin Never-Choke, 50 and 5.	

Barn Door Hangers—	
Double strap hangers, doz	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.) .....	3 25

Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
52½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent.	
Machine bolts, ¾ and less, 70	
per cent.	
Machine bolts, 7-16 and up,	
60 per cent.	
Plough Bolts, 55 and 10 per	
cent.	
Bolt Ends, 60 per cent.	
Blank Bolts, 57½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62½ per cent.	
Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12½ per cent.	
Coach Screws, new list, 75 and	
per cent.	
Nuts, square, all sizes, 4¼ c. per	
lb. off.	



**GOOD ADVICE FOR THE PERSON WHO SELLS**

These rules, hammered into the mind of every employe in a large department store in the West, are worthy of adoption in every mercantile establishment:

"You must be helpful and thoughtful and agreeable, not only to customers, but to your co-workers as well. If your ability be of the highest and rarest order, but your disposition is oblique, you can't stay here.

"You must be pleasant—or prepare to leave. The rules are simple and just—obey them or quit. Your associates are sure to take your measure, and if they find a dejected and dissatisfied spirit, you'll not care to linger. We believe in the cohesive power of sunshine. Let your heart smile as well as your lips. Christmas dies with the day, but the cheery must be active here during the entire twelve months.

"What is your attitude toward the patrons of this store? We hope your interest doesn't centre in inducing them to make a purchase. Don't let that be your thought.

"Every man, woman and child who comes beneath this roof is a guest. Get that fixed in your mind. In a way, your social tact is tested every time you wait on a visitor. Show goods graciously and give a sample as courteously as you'd write a check for a big sale.

"Be well bred. Politeness is an outward manifestation of blue blood; patience is proof of mental poise. We had much rather have you create a fine impression and miss a sale than the reverse.

"Be conscientious. You can only serve the store when you serve the customer. Don't think you are here to do all you can for us and for yourself. You owe the largest obligation to the people who buy here. Let them see that they can trust you completely.

"Nothing arouses our sorrow and indignation more

than to discover a clerk who has two sets of personalities—one for rich and one for poor customers. The clerk who cringes and fawns to a wealthy patron and is arrogant and acid to a poor one is contemptible and disgusting.

"Our methods are staple and stable. They are not adopted lightly or carelessly. We place a cold hand on the pulse of every question and render a verdict in accordance with strict justice.

"The master thought is to do everything we can to deepen and enrich the customers' allegiance to the store. Sometimes our decisions are against them. That's because we firmly refuse to establish a precedent unless it can be shared by all. We cut off all special privileges. This is a public institution. We make no exceptions. Rules cannot be violated to meet your particular demand. This ruffles you at times, but it is the biggest and squarest and finest thing in this whole business."

James Simmonds, president James Simmonds, Ltd., wholesale and retail dealers in hardware and furniture at Halifax, N.S., died recently.

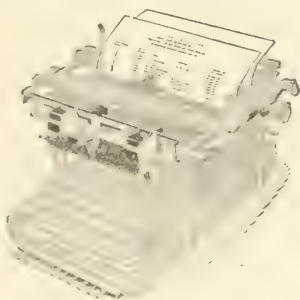
Universal Stove & Furnace Co., Ltd., Toronto, capitalized at \$500,000, has been incorporated to take over the assets and good will of the Wizard Furnace Co., Ltd., and to make stoves, grates, furnaces, gas and electric heaters, etc.

The Ontario Specialties, Limited, Ottawa, Ontario, successors to Aluminum Castings, Limited, has been incorporated to manufacture and deal in metal specialties, by W. B. Russel, president; G. F. Perley, vice-president, and I. H. Wright, secretary-treasurer; capital, \$100,000.

**Would you be interested?**

If a man came to your desk and showed you a pen or pencil that would add or subtract as it writes?

Of course you would; anybody would!



We have no such pen or pencil, but we have something better. We have a typewriter which does all this, and you know that the typewriter is three times as fast as any pen or pencil. This typewriter is the

# Remington

## Adding and Subtracting Typewriter

(Wahl Adding Mechanism)

This machine adds or subtracts and writes; not only that, but it adds or subtracts **when it writes**. Both operations are one. **You need this machine in your work**; every man needs it who has billing to do, or any writing and adding to do on the same page. It saves time, saves labor, detects errors, prevents errors, gives you a mechanical insurance of absolute accuracy.

We stand ready to give this machine a test **on your work**; a test which will convince you that you need it.

**Remington Typewriter Company, Limited**

144 Bay Street, Toronto, Ontario  
7 Notre Dame St. West, Montreal, Que.

# DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods you sell. There's a bigger profit in "repeat sales" from a truly high class article than there is from any other kind. When you sell PAINT—Sell Moore's.

## MOORE'S PURE LINSEED OIL PAINTS

*The kind that keeps on selling*

*We ask dealers who are interested in getting and giving the best in the trade, to inquire from us.*

**Benj. Moore & Co., Limited**

THE SQUARE  
DEAL PEOPLE

*Mfrs. of Paints and Varnishes*  
**West Toronto**







# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

**ABRASIVE WHEELS**  
Taylor-Forbes Co., Guelph.

**ACCOUNT REGISTERS**  
Barr Register Co., Trenton.  
Dominion Register Co., Toronto.

**ADVERTISING SIGNS—Metal**  
McClary Mfg. Co., London.  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

**ADZES**  
Allan Hills Edge Tool Co., Galt.

**ALABASTINE**  
The Alabastine Co., Paris, Ont.

**ALUMINUM**  
Northern Aluminum Co., Toronto.

**ALUMINUM WARE**  
McClary Mfg. Co., London.  
Northern Aluminum Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Ware Mfg. Co., Oakville, Ont.

**AMMUNITION**  
Dominion Cartridge Co., Montreal.  
Remington U.M.C. Co., Windsor.  
Kynoch, Ltd., Birmingham, Eng.

**ANVILS**  
Taylor-Forbes Co., Guelph.

**ASH CANS**  
McFarlane-Douglas Co., Ottawa.  
Thos. Davidson Mfg. Co., Montreal.  
Fairgrieve Metal & Stamping Co., Toronto.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
J. Samuels, Toronto.

**ASH SIFTERS**  
Burrows Mfg. Co., Toronto.  
Wm. Cane & Sons Co., Newmarket.  
J. Samuels, Toronto, Ont.  
Soren Bros., Toronto, Ont.  
Fairgrieve Mfg. & Stamping Co., Toronto.  
Thomas Davidson Mfg. Co., Montreal.

**SHEET METAL PRODUCTS CO., Toronto.**  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.

**AUGERS—Post Hole**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville, Ont.

**AUGER BITS**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Smith & Hemenway, New York.

**AUTO SHEET METAL PARTS**  
Burrows Mfg. Co., Toronto.

**AUTOMOBILE ACCESSORIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.  
Kuhne-Anderson Mfg. Co., Port  
Hope.  
Kinsinger & Bruce Co., Niagara  
Falls.

**McKinnon Dash Co., St. Catharines.**  
C. A. Myer Co., Chicago, Ill.

**AWLS**  
Stanley Rule & Level Co., New  
Britain, Conn.

**AXES—Safety Pocket and Belt**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**AXES**  
James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Cath-  
arines.

**AXE WEDGES**  
Taylor-Forbes Co., Guelph.

**AXLE PULLEYS**  
Taylor-Forbes Co., Guelph.  
Springer Lock Mfg. Co., Belleville.

**BABBITT METAL**  
Canada Metal Co., Toronto.

**BAGS AND SACKS**  
Scythes & Co., Toronto.

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Wm. Cane & Son, Newmarket.  
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Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

**BALE TIES**  
Laidlaw Bale-Tie Co., Hamilton.  
Stanley Works, New Britain, Conn.

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Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**BARN DOOR HANGERS**  
Canada Steel Goods Co., Hamil-  
ton.  
Taylor-Forbes Co., Guelph.

**Richards-Wilcox Canadian Co.,  
London.**  
Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

**BARBS AND SHUTTERS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BARN EQUIPMENT**  
Beatty Bros., Fergus, Ont.  
Steel Trough & Machine Co.,  
Tweed.

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Meakins & Sons, Hamilton.

**BATHROOM FITTINGS**  
Gendron Mfg. Co., Toronto.  
Kinsinger & Bruce, Niagara Falls.  
Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Ship-gong Bells and Palls**  
James Morrison Brass Mfg. Co.,  
Toronto.

**BELLS—Door**  
Springer Lock Mfg. Co., Belleville.

**BELLS—Farm**  
Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

**BELTING—Cotton Duck**  
Dominion Belting Co., Hamilton.

**BELTING—Rubber**  
Gutta Percha & Rubber Ltd., To-  
ronto.

**BELTING—Leather**  
Sadler & Haworth, Montreal.

**BIRD CAGES**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

**BITS**  
McKinnon Dash Co., St. Catharines.

**BLOCKS—Chain Hoisting**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**BOAT TRIMMINGS**  
McKinnon Dash Co., St. Catharines.

**BOILERS—Kitchen Range**  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

**McClary Mfg. Co., London.**  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**BOILERS AND RADIATORS**  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

**Pease Foundry Co., Toronto.**  
Taylor-Forbes Co., Guelph.

**BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Stanley Works, New Britain, Conn.**  
Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.

**BOX OPENERS**  
Charles Morrill, New York, N.Y.

**BRACES AND BITS**  
E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**Stanley Rule & Level Co., New  
Britain, Conn.**  
North Bros. Mfg. Co., Philadelphia.

**BRACKETS—Shelf**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

**BRASS GOODS**  
Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.

**Kinsinger, Bruce & Co., Niagara  
Falls.**

**BREAST DRILLS**  
North Bros., Philadelphia.

**Stanley Rule & Level Co., New  
Britain, Conn.**

**BRICK AND TILE BLOCK  
MACHINES**  
Exeter Mfg. Co., Exeter.

**BRUSHES**  
Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

**Canada Brush Co., St. John, N.B.**  
Sanderson Percy & Co., Toronto.

**BUCKLES**  
McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

**BURLAPS**  
Scythes & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

**BUILDERS' HARDWARE**  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

**National Hardware Co., Orillia.**  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

**Bommer Brothers, New York.**  
Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Chicago Spring Butt Co., Chicago.**  
Springer Lock Mfg. Co., Belleville.

**BURNERS**  
Ontario Lantern & Lamp Co., Ham-  
ilton.

**James Morrison Brass Mfg. Co.,  
Toronto.**

**BUTCHER KNIVES**  
Arch. McFarlane, Montreal.

**Taylor-Forbes Co., Guelph.**

**BUTTS—Spring**  
Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.

**Taylor-Forbes Co., Guelph.**

**BUTTS AND HINGES**  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Cowan & Britton, Ltd., Gananoque.

**Taylor-Forbes Co., Guelph.**

**CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.

**CAMP STOVES**  
Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.  
James Stewart Mfg. Co., Wood-  
stock.

**CANS—Milk**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**CANT HOOKS**  
Lachute Shuttle Co., Lachute Mills,  
Que.

**Allan Hills Edge Tool Co., Galt.**

**CARBON LAMPS**  
Canadian Sunbeam Electric Co.,  
Toronto.

**Canadian Tungsten Lamp Co.,  
Hamilton.**

**CARPENTERS' CLAMPS**  
Taylor-Forbes Co., Guelph.

**CARRIAGE HEATERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**CARTRIDGES—Metallic**  
Remington Arms—Union Metallic  
Cartridge Co., Windsor.  
Dominion Cartridge Co., Montreal.

**CASEMENT ADJUSTERS**  
Canadian Yale & Towne, Ltd.,  
St. Catharines.

**Springer Lock Mfg. Co., Belleville.**

**CASTERS—Stove and Range**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.

**Moffat Stove Co., Weston.**

**CATTLE LEADERS**  
Taylor-Forbes Co., Guelph.

**CHAIN BOLTS**  
Taylor-Forbes Co., Guelph.

**Stanley Works, New Britain, Conn.**

**CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.

**Otterville Mfg. Co., Otterville.**  
Stratford Mfg. Co., Stratford.

**CHAIN**  
Anti-skid, Coll. Cow-tie, Halter,  
Trace, Hammock, Logging.  
McKinnon Chain Co., Buffalo, N.Y.

**CHAIN—Brass & Copper**  
James Morrison Brass Mfg. Co.,  
Toronto.

**CHAINS—Steel**  
Steel Co. of Canada, Hamilton.  
B. Greening Wire Mfg. Co., Hamil-  
ton.

**CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.

**CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.

**CHUENS—Barrel or Revolving**  
Beatty Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
Cummer-Dowswell Co., Hamilton.  
Maxwells, Ltd., St. Mary's.

**CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.

**Henry Disson & Sons, Toronto.**

**CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.

**CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

**Taylor-Forbes Co., Guelph.**

**CLOTHES LINE PULLEYS**  
Taylor-Forbes Co., Guelph.

**CLOTHES MANGLES**  
Cummer Dowswell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.

**Taylor-Forbes Co., Guelph.**

**CLOTHES BARS AND BACK**  
Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.

**CLOTHES LINE PROPS**  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.

**CLOTHES LINE WIRE**  
Steel Co. of Canada, Ltd., Ham-  
ilton.

**CLOTHES REELS**  
Taylor-Forbes Co., Guelph.

**CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.

**COAL CHUTES**  
Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co.,  
Tweed.

**Winnipeg Ceiling & Roofing Co.,  
Winnipeg.**  
Metal Shingle & Siding Co., Pres-  
ton.

**COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**COBBLER SETS**  
Taylor-Forbes Co., Guelph.

**COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

**CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.

**CONDUCTOR PIPE**  
See Eavetrough.

**COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**CORDAGE AND TWINE**  
Scythes & Co., Toronto.  
Consumers Cordage Co., Montreal.

**COBNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.

**Brown Boggs Co., Hamilton.**

**COTTEE PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**COTTON DUCK AND WASTE**  
Scythes & Co., Toronto.

**COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.

**COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.

**COUNTER YARD MEASURES**  
Lufkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.

**COW EASE**  
Carpenter, Morton Co., Boston,  
Mass.

**COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.

**McKinnon Chain Co., St. Cathar-  
ines.**

**CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



**CULVERTS—Corrugated Metal**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**The Pedlar People, Oshawa.**

**CURRY COMBS**  
Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamilton.

**CURTAIN STRETCHERS**  
Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Britain, Conn.

**CUTLERY**  
Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara Falls, Ont.  
Landers, Frary & Clark, New Britain, Conn.

**Sanderson Percy & Co., Toronto.**  
**CUT SOLES**  
Beardmore & Co., Toronto.

**DAMPERS**  
Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.

**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**DISINFECTANTS**  
Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co., Berlin.  
Cameron & Campbell, Toronto.

**DISPLAY RACKS**  
Fairgrieve Metal & Stamping Co., Toronto.

**DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.

**DOOR CHECKS**  
Canadian Yale & Towne, Ltd., St. Catharines.

**Chicago Spring Butt Co., Chicago.**  
**Keating Brass Works, Toronto.**  
**Taylor-Forbes Co., Guelph.**

**DOOR HANGERS—Parlor**  
Canada Steel Goods Co., Hamilton.

**Taylor-Forbes Co., Guelph.**  
**Richards-Wilcox Canadian Co., London.**

**DOOR MATS—Cocoa Fibre**  
Meakins & Sons, Hamilton.

**DOOR MATS—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**DOOR MATS—Wire**  
Kuhne & Anderton, Port Hope.

**Canada Wire & Iron Goods Co., Hamilton.**  
**Barton Netting Co., Windsor.**

**DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.  
A. B. Ormsby Co., Toronto.

**Metal Shingle & Siding Co., Preston.**  
**Winnipeg Ceiling & Roofing Co., Winnipeg.**

**DRAW KNIVES**  
Allan Hills Edge Tool Co., Galt.

**DRILLS—Brest and Bench**  
North Bros. Mfg. Co., Philadelphia.

**DRY COLORS**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

**G. F. Stephens & Co., Winnipeg.**  
**Brandram-Henderson, Ltd., Montreal.**

**A. Ramsay & Son, Montreal.**  
**Sanderson Percy & Co., Toronto.**

**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.

**BAVETROUGH AND CONDUCTOR PIPE**  
Metal Shingle & Siding Co., Preston.

**Thomas Davidson Mfg. Co., Montreal.**  
**McFarlane-Douglas Co., Ltd., Ottawa.**

**McClary Mfg. Co., London.**  
**Sheet Metal Products Co., Toronto.**

**A. Welch & Son, Toronto.**  
**Winnipeg Ceiling & Roofing Co., Winnipeg.**

**E. T. Wright Co., Ltd., Hamilton.**  
**Sarnia Metal Products Co., Toronto.**

**EDGE TOOLS**  
Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.

**Peck, Stow & Wilcox Co., South-  
ington, Conn.**  
**Welland Vale Mfg. Co., St. Catharines.**

## EGG CRATES

Wm. Cane & Son, Newmarket.  
**ELECTRIC FLASHLIGHTS**

Canadian Ever Ready Works, Toronto.

**Interstate Electric Novelty Co., Toronto.**  
**Metal Specialties Co., Chicago, Ill.**

**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co., Toronto.

**Barton Netting Co., Windsor.**  
**ELECTRIC IRONS, ETC.**

**Ideal Electric Mfg. Co., Wallaceburg.**  
**Renfrew Electric Mfg. Co., Renfrew.**

**Chicago Flexible Shaft Co., Chicago.**  
**Landers, Frary & Clark, New Britain, Conn.**

**Duncan Electric Co., Montreal.**  
**Radiant Electric Co., Grimsby.**

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.  
Canadian Sunbeam Lamp Co., Toronto, Ont.

**Ontario Lantern & Lamp Co., Hamilton.**  
**ELECTRIC MANTEL GRATES**

**Radiant Electric Co., Grimsby.**  
**Barton Netting Co., Windsor.**

**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Wallaceburg.

**Renfrew Electric Mfg. Co., Renfrew.**  
**ELECTRIC RANGES**

**Radiant Electric Co., Grimsby.**  
**Ideal Electric Mfg. Co., Wallaceburg.**

**Renfrew Electric Mfg. Co., Renfrew.**  
**ELECTRIC BATTERIES**

**Canadian Fairbanks-Morse Co., Montreal.**  
**Radiant Electric Co., Grimsby.**

**EMERY GRINDERS**  
James Morrison Brass Mfg. Co., Toronto.

**EMERY POWDER**  
Canada Paint Co., Montreal.

**Sherwin-Williams Co., Montreal.**  
**G. F. Stephens & Co., Winnipeg.**

**A. Ramsay & Son Co., Montreal.**  
**Sanderson Percy & Co., Toronto.**

**ENAMEL SIGNS**  
McClary Mfg. Co., London.

**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Montreal.

**McClary Mfg. Co., London.**  
**Sheet Metal Products Co., Toronto.**

**Stamped & Enameled Ware, Hespeler.**  
**ESCUTCHEON PINS**

**Steel Co. of Canada, Ltd., Hamilton.**  
**EXPANSION BOLTS**

**Richards-Wilcox Canadian Co., London.**  
**EXPRESS WAGONS—Boys'**

**Canadian Buffalo Sled Co., Preston.**  
**Gendron Mfg. Co., Toronto.**

**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.

**McFarlane Ladder Works, Toronto.**  
**FARM TANKS**

**Wayne Oil Tank & Pump Co., Woodstock, Ont.**  
**FARM TROUGHS**

**Wayne Oil Tank & Pump Co., Woodstock, Ont.**  
**FASTENERS—Door, Sash**

**Canadian Yale & Towne, Ltd., St. Catharines.**  
**Taylor-Forbes Co., Guelph.**

**FENCING—Woven Wire**  
McGregor Banwell Fence Co., Walkerville.

**Steel Company of Canada, Hamilton.**  
**Banwell Hoxie Wire Fence Co., Hamilton.**

**Canadian Steel & Wire Co., Hamilton.**  
**FENCING—Picket Wire**

**McFarlane Ladder Works, Toronto.**  
**FILES AND RASPS**

**Henry Diston & Sons, Toronto.**  
**Nicholson File Co., Port Hope.**

**G. & H. Barnett Co., Philadelphia.**  
**Simonds Canada Saw Co., Montreal.**

**FILTERS—Water and Oil**  
James Morrison Brass Mfg. Co., Toronto.

**FIREPROOF DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.

**Winnipeg Ceiling & Roofing Co., Winnipeg.**

## FIREPLACE GRATES

Chadwick Brass Co., Hamilton.  
**Enterprise Foundry Co., Sackville, N.B.**

**Barton Netting Co., Windsor.**  
**James Stewart Mfg. Co., Woodstock.**

**Taylor-Forbes Co., Guelph.**  
**Canada Wire & Iron Goods Co., Hamilton.**

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Preston.

**A. B. Ormsby Co., Toronto.**  
**E. T. Wright Co., Ltd., Hamilton.**

**McClary Mfg. Co., London.**  
**FIRE DOOR HARDWARE**

**Winnipeg Ceiling & Roofing Co., Winnipeg.**  
**Richards-Wilcox Canadian Co., London.**

**Stanley Works, New Britain, Conn.**  
**Taylor-Forbes Co., Guelph.**

**Metal Shingle & Siding Co., Preston.**  
**FIRE EXTINGUISHERS**

**Metal Shingle & Siding Co., Preston.**  
**FLAGS**

**Scythes & Co., Toronto.**  
**J. J. Turner & Son, Peterboro.**

**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Preston.

**FORCE CUPS—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.

**Canada Wire & Iron Goods Co., Hamilton.**  
**FOBES—Hay**

**Welland Vale Mfg. Co., St. Catharines.**  
**FOOD CHOPPERS**

**Maxwells, Ltd., St. Mary's.**  
**Peck, Stow & Wilcox Co., South-  
ington, Conn.**

**McClary Mfg. Co., London.**  
**FOOT WARMERS**

**Chicago Flexible Shaft Co., Chicago.**  
**FURNACES—Plumbers'**

**James Morrison Brass Mfg. Co., Toronto.**  
**FURNACES—Hot Air**

**Bowes, Jamieson, Ltd., Hamilton.**  
**Beach Foundry Co., Ottawa.**

**Burrow, Stewart & Milne, Hamilton.**  
**Can. Heat & Vent. Co., Owen Sound.**

**Clare Bros., Preston.**  
**Specialty Mfg. Co., Grimsby.**

**Galt Stove & Furnace Co., Galt.**  
**Enterprise Foundry Co., Sackville, N.B.**

**Gurney Foundry Co., Toronto.**  
**Hamilton Stove & Heater Co., Hamilton.**

**Hall Zryd Foundry Co., Hespeler.**  
**Kir-Ben, Ltd., Almonte.**

**McClary Mfg. Co., London.**  
**Pease Foundry Co., Toronto.**

**Jas. Smart Mfg. Co., Brockville.**  
**Jas. Stewart Mfg. Co., Woodstock.**

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.

**GALVANIZED IRON**  
McClary Mfg. Co., London.

**Sheet Metal Products Co., Toronto.**  
**B. & S. H. Thompson, Montreal.**

**M. & L. Samuel, Benjamin & Co., Toronto.**  
**Winnipeg Ceiling & Roofing Co., Winnipeg.**

**Metal Shingle & Siding Co., Preston.**  
**Sarnia Metal Products Co., Toronto.**

**McFarlane-Douglas Co., Ottawa.**  
**A. Welch & Son, Toronto.**

**GALVANIZED NETTING**  
B. Greening Wire Co., Hamilton.

**GARAGES—Metal**  
The Pedlar People, Oshawa.

**Metal Shingle & Siding Co., Preston.**  
**GARBAGE CANS**

**Thos. Davidson Mfg. Co., Montreal.**  
**McClary Mfg. Co., London.**

**Sheet Metal Products Co., Toronto.**  
**E. T. Wright Co., Ltd., Hamilton.**

**Steel Trough & Machine Co., Tweed.**  
**GARDEN AND PARK SEATS**

**Stratford Mfg. Co., Stratford.**  
**GARDEN ROSE**

**Gutta Percha & Rubber, Ltd., Toronto.**  
**GAS IRONS**

**McClary Mfg. Co., London.**

## GAS OVENS

Fairgrieve Metal & Stamping Co., Toronto.

**GAS RANGES**  
Burrow, Stewart & Milne, Hamilton.

**Bowes, Jamieson, Ltd., Hamilton.**  
**Fairgrieve Metal & Stamping Co., Toronto.**

**Gurney Foundry Co., Toronto.**  
**Hamilton Stove & Heater Co., Hamilton.**

**McClary Mfg. Co., London.**  
**D. Moore Co., Hamilton.**

**Moffat Stove Co., Weston.**  
**James Stewart Mfg. Co., Woodstock.**

**Supreme Heating Co., Welland.**  
**GAS FIXTURES**

**James Morrison Brass Mfg. Co., Toronto.**  
**Barton Netting Co., Windsor.**

**GAS WATER HEATERS**  
Moffat Stove Co., Weston.

**McClary Mfg. Co., London.**  
**Gurney Foundry Co., Toronto.**

**Burrow, Stewart & Milne, Hamilton.**  
**Bowes, Jamieson, Ltd., Hamilton.**

**James Morrison Brass Mfg. Co., Toronto.**  
**GASOLINE LIGHTING**

**H. W. Knight & Bros., Toronto.**  
**GASOLINE & OIL PUMPS**

**Wayne Oil Tank & Pump Co., Woodstock, Ont.**  
**GASOLINE STOVES**

**James Stewart Mfg. Co., Woodstock.**  
**GATES—Farm**

**Steel Co. of Canada, Montreal.**  
**McGregor Banwell Fence Co., Walkerville.**

**Banwell Hoxie Wire Fence Co., Hamilton.**  
**James Morrison Brass Mfg. Co., Toronto.**

**GAUGES**  
Stanley Rule & Level Co., New Britain, Conn.

**GAUGE COCKS**  
Penberthy Injector Co., Windsor.

**James Morrison Brass Mfg. Co., Toronto.**  
**GLASS**

**Consolidated Plate Glass Co., Toronto.**  
**Hobbs Mfg. Co., London.**

**Toronto Plate Glass Imp. Co., Toronto.**  
**A. Ramsay & Son Co., Montreal.**

**GLASS—Bent**  
The Toronto Plate Glass Importing Co., Toronto.

**GLASS CUTTING BOARDS**  
Lufkin Rule Co. of Canada, Windsor.

**A. Ramsay & Son Co., Montreal.**  
**Sanderson Percy & Co., Toronto.**

**GLAZIERS' TOOLS**  
Smith & Hemenway, New York.

**GRASS CATCHERS**  
Taylor-Forbes Co., Guelph.

**GRINDSTONES**  
Richards-Wilcox Canadian Co., London.

**GRINDSTONE FIXTURES**  
Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**  
Remington U.M.C. Co., Windsor.

**Ross Rifle Co., Quebec.**  
**HACK SAW BLADES**

**E. C. Atkins & Co., Hamilton.**  
**Simonds Canada Saw Co., Montreal.**

**HALTERS—Leather**  
G. L. Griffith & Son, Stratford.

**HAMMERS**  
James Smart Mfg. Co., Brockville.

**Stanley Rule & Level Co., New Britain, Conn.**  
**Allan Hills Edge Tool Co., Galt.**

**HAMMOCKS**  
Dominion Hammock Co., Dunnville.

**Galt Robe & Hammock Co., Galt.**  
**HANDLES—Door, Drawer and Store**

**Taylor-Forbes Co., Guelph.**  
**Stanley Works, New Britain, Conn.**

**Canadian Yale & Towne, Ltd., St. Catharines.**  
**HANDLES—Axe, Pick, etc.**

**Lachute Shuttle Mfg. Co., Lachute, Milla, Que.**  
**Drayton Mills, Ltd., Drayton, Ont.**

**Turner, Day, Woolworth Co., Louisville, Ky.**  
**HARNES AND BLANKETS**

**G. L. Griffith & Son, Stratford.**  
**Burlington Windsor Blanket Co., Toronto.**



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**

Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.  
**HOCKEY STICKS**  
 Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HOESE CLIPPING MACHINES**  
 B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
 Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**  
 Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**  
 Invincible Renovator Co., Toronto.

Onward Mfg. Co., Berlin.

**HOSE REELS**  
 Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
 Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**  
 Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**ICE SHAVES**  
 McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**  
 Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**  
 McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
 E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**  
 James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**  
 M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.

**IRONING AND BAKE BOARDS**  
 Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**  
 Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**  
 Taylor-Forbes Co., Guelph.

**KEY BLANKS**  
 Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**  
 E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**  
 Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**KNIVES—Draw**  
 Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., South-  
 ington, Conn.

**KNIVES—Planer, Paper-cutting**  
 Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

**LADDERS**  
 Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**  
 James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**  
 L. Martin Co., New York.

**LANTERNS**  
 Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**  
 Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDEY TUBS**  
 James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**  
 James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAWN FENCING**  
 McGregor Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**  
 Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**  
 Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**  
 Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**  
 James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**  
 Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**  
 Taylor-Forbes Co., Guelph.

**LEVELS**  
 Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**  
 Beardmore & Co., Toronto.

**LINOLEUMS**  
 Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**  
 Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**  
 National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**  
 Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**  
 E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**  
 Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**  
 Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**  
 Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**  
 Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**  
 Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**  
 James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**  
 Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
 McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Sarnia Metal Products Co., Toronto.

**METAL POLISHES**  
 Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**  
 Mackies & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**  
 Metal Shingle & Siding Co., Preston.

**METAL LATHS**  
 Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**MIRRORES**  
 Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzinger & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**  
 Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**  
 Channell Chemical Co., Toronto.

**MOP WRINGERS**  
 Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**  
 Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**  
 Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**  
 H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**  
 Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**  
 Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**  
 Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**  
 Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**  
 A. Ramsay & Son Co., Montreal.

Scythes & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Boiled**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**  
 Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**  
 S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**  
 Scythes & Co., Toronto.

**OIL CLOTHS**  
 Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
 Fairgrieve Metal & Stamping Co., Toronto.

**OILY WASTE CANS**  
 James Morrison Brass Mfg. Co., Toronto.

Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**  
 Canada Wire & Iron Goods Co., Hamilton.

**PAISLS—Wood**  
 Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
 Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
 A. Ramsay & Son Co., Montreal.

**PAINTERS' TRETTLES**  
 Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.

McFarlane Ladder Works, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**PAPERHANGERS' TOOLS**  
 Sanderson Percy & Co., Toronto.

A. Ramsay & Son Co., Montreal.

**PARIS GREEN**  
 Sherwin-Williams Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**PARLOR DOOR HANGERS**  
 Richards-Wilcox Canadian Co., Ltd., London.

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.

**PERFORATED METALS**  
 B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co., Hamilton.

**PICKS**  
 Welland Vale Mfg. Co., St. Catharines.

**PIG IRON**  
 Steel Co. of Canada, Hamilton.

Samuel, Benjamin & Co., Toronto.

**PIPE CUTTERS AND VISES**  
 Armstrong Mfg. Co., Bridgeport, Conn.

James Morrison Brass Mfg. Co., Toronto.

**PIPE AND FITTINGS—Black and Galvanized**  
 James Morrison Brass Mfg. Co., Toronto.

Canada Metal



**PLATES AND HOOKS**  
Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.

**PLOWS—Grading**  
Meaford Wheelbarrow Co., Meaford.

**PLIERS**  
Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.  
Smith & Hemenway, New York.

**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**  
Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.

**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.

**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.

**POLISHING BRUSHES**  
Boeck Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.

**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.

**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.

McGregor Banwell Fence Co., Walkerville.

**PULLEYS**  
Canadian Fairbanks-Morse Co., Montreal.  
Taylor-Forbes Co., Guelph.

**PUMPS**  
Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.  
Beatty Bros., Fergus, Ont.  
Heller-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**RAKES**  
Welland Vale Mfg. Co., St. Catharines.

**RASPS**  
Nicholson File Co., Port Hope.

**RAZORS**  
Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.  
Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Sanderson-Harold Co., Paris.  
REGISTERS—Hot Air Furnace  
Canadian Heating & Ventilating Co., Owen Sound.  
Burrow, Stewart & Milne, Hamilton.  
Clare Bros., Preston.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
Fence Foundry Co., Toronto.  
James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.  
Tuttle & Bailey Mfg. Co., Bridgeburg.  
Hamilton Stove & Heater Co., Hamilton.

**RIVETS**  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.

**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.

**ROD COUPLINGS**  
Otterville Mfg. Co., Otterville.

**ROPE**  
Scythes & Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**  
Brantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.  
Canadian Supply & Contracting Co., Toronto.

**ROOFING SUPPLIES**  
E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.

**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.  
H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.  
Chicago Hardware Foundry Co., Chicago, Ill.

**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.  
J. & J. Taylor Safe Works, Toronto.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.  
Auto-Strop Safety Razor Co., Toronto.

**SALAMANDERS**  
Gurney Foundry Co., Toronto.

**SANDPAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**  
Superior Mfg. Co., Hagersville.  
Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.

**SASH CENTRES**  
Taylor-Forbes Co., Guelph.

**SASH LIFTS**  
Stanley Works, New Britain, Conn.

**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHT—Lead**  
Canada Metal Co., Toronto.

**SAWS**  
E. C. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Montreal.  
Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.

**SAW HORSES—Folding**  
McFarlane Ladder Works, Toronto.

**SAW SETS**  
Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.  
Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.  
E. C. Atkins & Co., Hamilton.

**SCALES—Weighing**  
Canadian Fairbanks-Morse Co., Montreal.  
Burrow, Stewart & Milne, Hamilton.

**SCRAPERS**  
Stanley Rule & Level Co., New Britain, Conn.  
Meaford Wheelbarrow Co., Meaford.

**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**  
Sanderson-Harold Co., Paris.

**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.

**SCREWS**  
P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**  
Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.  
North Bros. Mfg. Co., Philadelphia.

**SEALING RULE & Level Co., New Britain, Conn.**

**SEWING PLATES**  
Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.

**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**SHEARS—Sheet Metal**  
Fack, Stow & Wilcox Co., Cleveland, Ohio.

**SHEET METAL SPECIALTIES**  
Burrows Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.  
Soren Bros., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.  
Walker Bin & Store Fixture Co., Berlin.

**SHELF SUPPORTS**  
Chicago Hardware Foundry Co., Chicago, Ill.

**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.

**SHOT**  
Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**  
Remington Arms U.M.C. Co., Windsor.

**SHOT SHELLS**  
Remington Arms U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**  
Lundy Shovel & Tool Co., Peterboro.  
Canadian Shovel & Tool Co., Hamilton.

**SILVERWARE**  
Canadian Rogers Co., Toronto.  
Oneida Community, Ltd., Niagara Falls, Ont.

**SKATE STRAPS**  
G. L. Griffith & Son, Stratford.  
Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**  
Metal Shingle & Siding Co., Preston.  
Wheeler & Bain, Toronto.  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

**SLEDGES**  
Taylor-Forbes Co., Guelph.

**SLEDS**  
Canadian Buffalo Sled Co., Preston.  
Richards-Wilcox Canadian Co., Ltd., London.  
Gendron Mfg. Co., Toronto.

**SNOW SHOVELS**  
Canadian Buffalo Sled Co., Preston.  
Sheet Metal Products Co., Toronto.  
Canada Steel Goods Co., Hamilton.

**SOAP URNS**  
Chas. Morrill, New York, N.Y.

**SOLDER**  
Canada Metal Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McClary Mfg. Co., London.

**SOLDERING IRONS**  
Brown-Boggs Co., Hamilton.

**SPIKES**  
Steel Co. of Canada, Hamilton.

**SPOKESHAVES**  
Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.

**SPORTING GOODS**  
Dominion Cartridge Co., Montreal.  
Marble Arms Mfg. Co., Gladstone, Mich.

**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Montreal.

**SPRAYERS**  
Sherwin-Williams Co., Montreal.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
Canadian Fairbanks-Morse Co., Montreal.  
Specialty Mfg. Co., Grimsby.

**SPRINGS AND AXLES**  
Guelph Spring & Axle Co., Guelph.  
Taylor-Forbes Co., Guelph.

**SPRING HINGES**  
Zommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.

**SPRINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co., Toronto.

**SPRINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co., Toronto.

**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New Britain, Conn.

**STALLS, STANCHIONS, AND COW-BOWLS—Metal**  
Metal Shingle & Siding Co., Preston.  
Steel Trough & Mfg. Co., Tweed.  
Beatty Bros., Fergus.

**STAIR PLATES**  
Steel Equipment Co., Ottawa.

**STAPLES**  
Steel Co. of Canada, Hamilton.  
Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Gananoque.  
Laidlaw Bale-Tie Co., Hamilton.

**STORAGE BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.

**STORM WINDOW HINGES**  
Watrous Acme Mfg. Co., Des Moines, Iowa.

**STEEL RULES—Machinists'**  
Lufkin Rule Co. of Canada, Windsor.

**STEP LADDERS**  
McFarlane Ladder Works, Toronto.  
Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.

**STOVE TRIMMINGS**  
Radiant Electric Co., Grimsby.

**STOVES AND RANGES**  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.  
Burrow, Stewart & Milne, Hamilton.  
Canadian Heating & Ventilating Co., Owen Sound.  
Cupp Stove Co., Fort William.  
Clare Bros. & Co., Preston.  
Thos. Davidson Mfg. Co., Montreal.  
Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville, N.B.  
Specialty Mfg. Co., Grimsby.  
Findlay Bros., Carleton Place.  
Gurney Foundry Co., Toronto.  
Hall Zryd Foundry Co., Hespelet.  
Hamilton Stove & Heater Co., Hamilton.  
Kir-Ben, Ltd., Almonte.  
McClary Mfg. Co., London.  
D. Moore Co., Hamilton.  
Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Woodstock.  
Harrison Stove Co., Harrison.  
Supreme Heating Co., Welland.

**STOVE BOARDS**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright & Co., Hamilton.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**STOVE PIPE DAMPERS**  
Eureka Damper Co., Montreal.  
Taylor-Forbes Co., Guelph.

**STOVE PIPE SUNDRIES**  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.

**STOVE AND RANGE CASTERS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
Moffat Stove Co., Weston.

**STOVE POLISH**  
Duncan Electric Co., Montreal.  
Nickel-Plate & Stove Polish Co., Windsor, Ont.

**STOCKS AND DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.

**STOVE LADDERS**  
Richards-Wilcox Canadian Co., London.  
Milbradt Mfg. Co., St. Louis, Mo.

**STORE FRONTS—Metal**  
Consolidated Plate Glass Co., Toronto.

**SWINGS—Lawn**  
Stratford Mfg. Co., Stratford.

**TABLE CUTLERY**  
Arch. McFarlane, Montreal.  
Oneida Community, Oneida, N.Y.  
Canadian Rogers Co., Toronto.

**TACKS**  
Steel Co. of Canada, Hamilton.  
Parmenter Bulloch Co., Gananoque.

**TANKS**  
Metal Shingle & Siding Co., Preston.



Wayne Oil Tank & Pump Co., Woodstock.  
 Steel Trough & Machine Co., Tweed.  
**TANK AND SILO TUGS**  
 Ottaville Mfg. Co., Ottaville.  
**TAPES—Measuring**  
 Lufkin Rule Co. of Canada, Windsor.  
**TUB STANDS**  
 Ottaville Mfg. Co., Ottaville.  
 J. H. Connor & Son, Ottawa.  
**TENTS AND AWNINGS**  
 Smart-Woods Co., Ottawa.  
**THERMOMETERS**  
 James Morrison Brass Mfg. Co., Toronto.  
**TINSMITHS' MACHINERY**  
 Peck, Stow & Wilcox Co., South-ington, Conn.  
 Steel Bending & Brake Works, Chatham, Ont.  
**TINSMITHS' SHEARS**  
 Peck, Stow & Wilcox Co., South-ington, Conn.  
**TINWARE**  
 Fairgrieve Metal & Stamping Co., Toronto.  
 See also Enamelware.  
**TOOLS—Mechanics'**  
 North Bros., Philadelphia, Pa.  
 Peck, Stow & Wilcox Co., South-ington, Conn.  
 Stanley Rule & Level Co., New Britain, Conn.  
**TOOL GRINDERS**  
 Taylor-Forbes Co., Guelph.  
**TRAPS—Lavatory**  
 James Morrison Brass Mfg. Co., Toronto.  
 Canada Metal Co., Toronto.  
**TRAPS—Animal**  
 Onelda Community, Ltd., Niagara Falls, Ont.  
 Peck, Stow & Wilcox Co., Cleveland, Ohio.  
**TRAPS—Bat**  
 Canada Wire & Iron Goods Co., Hamilton.  
**TRAPS—Steam**  
 James Morrison Brass Mfg. Co., Toronto.  
**TREE TRIMMERS**  
 Taylor-Forbes Co., Guelph.  
**TROWELS**  
 E. C. Atkins & Co., Hamilton.  
 Henry Diaston & Sons, Toronto.  
**TRUCKS—Warehouse**  
 Canadian Fairbanks-Morse Co., Montreal.

Burrow, Stewart & Milne, Hamilton.  
**UMBRELLA HOLDERS**  
 Springer Lock Mfg. Co., Belleville.  
**VACUUM CLEANERS**  
 Onward Mfg. Co., Berlin.  
 Invincible Renovator Co., Toronto.  
 Clements Mfg. Co., Toronto.  
**VARNISHES**  
 Benj. Moore & Co., Toronto.  
 Lowe Bros., Ltd., Toronto.  
 Brandram-Henderson, Ltd., Montreal.  
 Canada Paint Co., Montreal.  
 Sanderson Peasey & Co., Toronto.  
 Sherwin-Williams Co., Montreal.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Ottawa Varnish Co., Ottawa.  
 R. C. Jamieson & Co., Montreal.  
 Imperial Varnish & Color Co., Toronto.  
 Wm. Harland & Son, Toronto.  
**VENTILATORS—Metal**  
 Metal Roofing & Siding Co., Preston.  
 Winnipeg Ceiling & Roofing Co., Winnipeg.  
 Sarnia Metal Products Co., Toronto.  
 McClary Mfg. Co., London.  
**VATS—Steel Cheese**  
 Steel Trough & Machine Co., Tweed.  
**VICES**  
 Stanley Rule & Level Co., New Britain, Conn.  
 National Machine & Supply Co., Hamilton.  
 Taylor-Forbes Co., Guelph.  
 James Morrison Brass Mfg. Co., Toronto.  
 Armstrong Mfg. Co., Bridgeport.  
**WAGON JACKS**  
 Richards-Wilcox Canadian Co., New York.  
**WAGON WATER TANKS**  
 Steel Trough & Machine Co., Tweed.  
**WAFFLE IRONS**  
 Taylor-Forbes Co., Guelph.  
**WASH BOARDS**  
 Wm. Cane & Sons Co., Newmarket, Conn.  
 Cummer-Dowdwell, Ltd., Hamilton.  
**WASH TUBS**  
 Wm. Cane & Sons Co., Newmarket.

**WASTE—Cotton and Wool**  
 Scythes & Co., Toronto.  
**WASHERS**  
 Steel Co. of Canada, Hamilton.  
 Taylor-Forbes Co., Guelph.  
 Canada Metal Co., Toronto.  
 Gutta Percha & Rubber, Ltd., Toronto.  
**WASHING MACHINES**  
 Beatty Bros., Fergus, Ont.  
 J. H. Connor & Son, Ottawa.  
 Cummer-Dowdwell Co., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Geo. C. Kaitting & Sons, Galt.  
 Nineteen Hundred Washer Co., Toronto.  
 Taylor-Forbes Co., Guelph.  
 One Minute Mfg. Co., Toronto.  
**WATER SERVICE SYSTEMS**  
 Dayton Pump & Machine Co., Dayton, Ohio.  
**WATER AND HOG TROUGHES**  
 Steel Trough & Machine Co., Tweed.  
 Metal Shingle & Siding Co., Preston.  
**WEDGES**  
 Taylor-Forbes Co., Guelph.  
**WELL CURBS—Corrugated Metal**  
 Winnipeg Ceiling & Roofing Co., Winnipeg.  
**WHEELBARROWS**  
 Maxwells, Ltd., St. Mary's.  
 Meaford Wheelbarrow Co., Meaford.  
**WHIFFLETREES**  
 Drayton Mills, Ltd., Drayton, Ont.  
**WHIP RACKS**  
 Burrow, Stewart & Milne, Hamilton.  
**WILLOW BASKETS**  
 Meakins & Sons, Ltd., Hamilton.  
**WINDOW SETS—Basement**  
 Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
**WIRE CLOTHES LOCKERS**  
 Canada Wire & Iron Goods Co., Hamilton.  
**WIRE DOOR MATS**  
 Canada Wire & Iron Goods Co., Hamilton.  
 Kuhne-Anderson Mfg. Co., Port Hope.  
**WIRE**  
 P. L. Robertson Mfg. Co., Milton.  
 Steel Co. of Canada, Hamilton.

**WIRE DOOR PULLS**  
 Steel Co. of Canada, Ltd., Hamilton.  
**WIRE CLOTH**  
 B. Greening Wire Co., Ltd., Hamilton.  
 Canada Wire & Iron Goods Co., Hamilton.  
**WIRE FENCING**  
 Banwell-Hoxie Wire Fence Co., Hamilton.  
 McGregor, Banwell Fence Co., Walkerville.  
**WIRE FENCE STRETCHERS**  
 Richards-Wilcox Canadian Co., London.  
 McGregor Banwell Fence Co., Walkerville.  
 Ottaville Mfg. Co., Ottaville.  
**WIRE GOODS**  
 B. Greening Wire Co., Hamilton.  
 McClary Mfg. Co., London.  
 Canada Wire & Iron Goods Co., Hamilton.  
 E. T. Wright Co., Ltd., Hamilton.  
 Thos. Davidson Mfg. Co., Montreal.  
**WHITE LEAD**  
 Benjamin Moore & Co., Toronto.  
 Brandram-Henderson, Ltd., Montreal.  
 Canada Paint Co., Montreal.  
 Sherwin-Williams Co., Montreal.  
 Steel Co. of Canada, Hamilton.  
 Lowe Bros., Ltd., Toronto.  
 Martin-Senour Co., Montreal.  
 A. Ramsay & Son Co., Montreal.  
 Sanderson Peasey & Co., Toronto.  
**WOODENWARE**  
 Wm. Cane & Son, Newmarket.  
 Thos. Davidson Mfg. Co., Montreal.  
 Meakins & Sons, Hamilton.  
**WRENCHES.**  
 Crescent Tool Co., Jamestown, N.Y.  
**WRINGERS—Clothes**  
 American Wringer Co., New York.  
 Cummer-Dowdwell, Ltd., Hamilton.  
 Maxwells, Ltd., St. Mary's.  
 Taylor-Forbes Co., Guelph.  
**WRINGER ROLLS**  
 Gutta Percha & Rubber, Ltd., Toronto.  
**ZINC ORNAMENTS**  
 Winnipeg Ceiling & Roofing Co., Winnipeg.

## 'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages  
Bound in Cloth

There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New

Just Published

## Commercial Press, Limited

32 Colborne Street  
Toronto, Ontario

## Retail Advertising Complete

By FRANK FARRINGTON

\$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising  
 Making an Advertisement  
 Good Specimen Ready-made Ads.  
 Mail Advertising  
 Window Trimming  
 Advertising Novelties  
 Outdoor Advertising  
 Inside the Store Advertising  
 Advertising Schemes  
 Special Sales  
 Mail Orders, etc., etc.

## REAP THE BENEFITS

of the **Wayne** System

## Prepare to Serve the MOTORISTS

There will be a great number of Automobile Tourists visit Canada and they will certainly need gasoline.

This Wayne Street Pump is built of the best grade of material throughout. The working parts of the pump are completely housed by heavy cast doors, securely locked, to withstand outdoor wear and tear. An extra swing nozzle is supplied for filling small cans.

Wayne Storage Tanks are guaranteed to be leak and evaporation proof. Write for particulars.

Wayne Oil Tank and Pump Co., Limited

Woodstock - Ontario

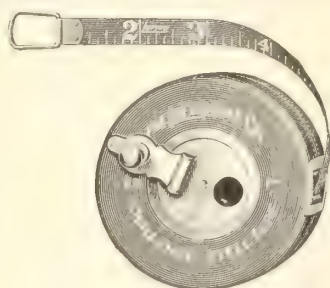
Install a WAYNE and get the trade





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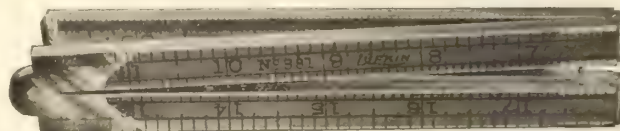
Get Our Catalogue

**THE LUFKIN RULE CO. OF CANADA, LTD.**  
WINDSOR, ONT.

## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.



**RED  
S  
BRAND  
WINDOW  
GLASS**



**GLASS  
BENDERS  
TO  
THE  
TRADE**

**THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED**

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO



# Business MUST Expand in Canada

- ¶ Last month on this page we published an advertisement showing that business expansion in Canada is now in sight.
- ¶ We have received a letter from Vancouver criticizing this opinion, though not supporting the writer's contention in any way.
- ¶ This critic is probably "up against it," and sees in his home city a very bad situation, growing out of the recent boom there.
- ¶ What he forgets is that Canada is an enormous country, and that the business of the country may expand very materially without affecting one city where abnormal conditions exist.
- ¶ The fact is that in the Maritime Provinces, Quebec, and Ontario, the crops have been normal, prices have been high, and credit conditions sound. In the West, crops last year were below average, yet the high prices brought the year's earnings of the farmer up to the average. Credit conditions there have been unsound for years, and the excess earnings of the last year or two in the West have gone toward liquidating debts, with the result that there has been much less money spent in buying hardware, furniture, building supplies, etc., than has been customary.
- ¶ Practically all Canadian cities had a building boom. This boom "burst" long before war was declared. The result has been almost a cessation of building operations for a year or two. This activity will be resumed in a moderate way in the near future.
- ¶ This year should bring Canada a record crop, both as to amount and to price. This will be followed by, in fact is being preceded by, a general awakening of confidence. Retailers' stocks are low and their debts to their banks have been liquidated in large measure. Over and above all this, the vast sums of money being spent in Canada for all classes of equipment and munitions must improve business in practically every city and in most of the towns of Eastern Canada.
- ¶ All these conditions point to business expansion from now on—and there is not one condition that indicates a further contraction of business.
- ¶ The Enterprising Business Man Will Start His Advertising Campaign This Fall—Before His Competitors Do.

THE COMMERCIAL PRESS

LIMITED

32 Colborne Street  
TORONTO



# New Designs *in* Every Line of Our Manufacture

■  
*Wait to see what we have to offer before placing  
your orders elsewhere*



No. 1103. One of our New Flower Baskets

## CANADIAN WM. A. ROGERS, LIMITED

*factories and salesrooms :*  
WEST KING STREET, TORONTO

*Winnipeg salesrooms :* HAMMOND BUILDING, ALBERT STREET



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

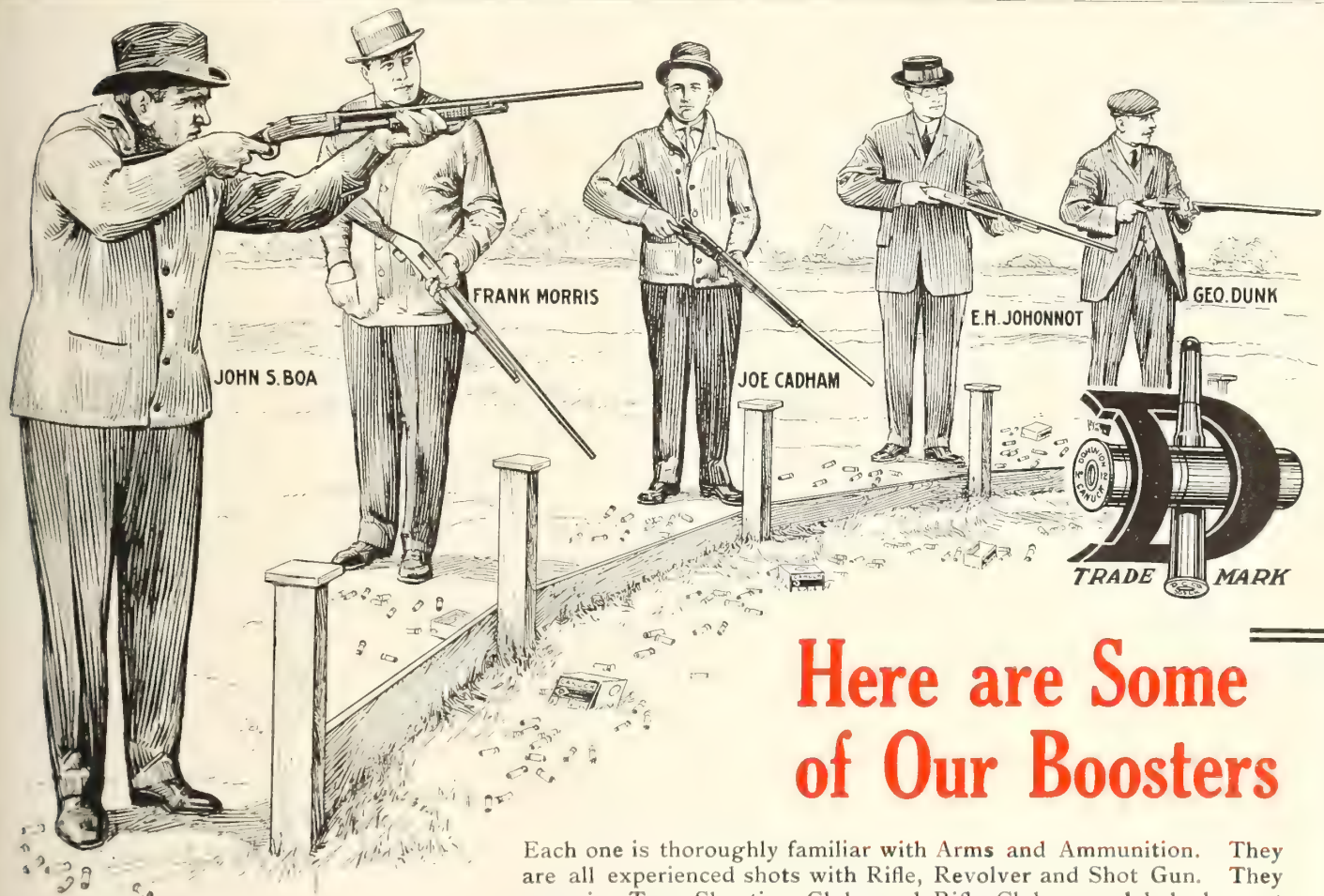
Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Who also Publish: *The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, Good Roads of Canada, The Canadian Nurse*

Vol. 7

TORONTO, AUGUST, 1915

No. 8



## Here are Some of Our Boosters

Each one is thoroughly familiar with Arms and Ammunition. They are all experienced shots with Rifle, Revolver and Shot Gun. They organize Trap Shooting Clubs and Rifle Clubs; and help lay out grounds and ranges. Each of them has had long experience in the woods and marshes.

Men like those who understand the manufacture of ammunition, who have had the practical experience with all its uses and know how to sell; should be of invaluable help to you. Are you getting the help you should from your Dominion representative? It should pay you to know these men and thus get into the shooting spirit for then you are better able to sell ammunition and hunters' supplies.

## Dominion Quality and Dominion Enthusiasm

are at your service. That's why we get letters like this one:

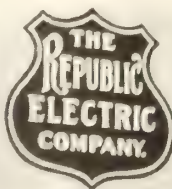
"We have been told that we have always been pretty good supporters of 'Dominion' goods. This has been due to the quality of the goods, and the good fellows you have employed to sell them.-----"

Dominion Cartridge Company, Limited

Montreal, Que.



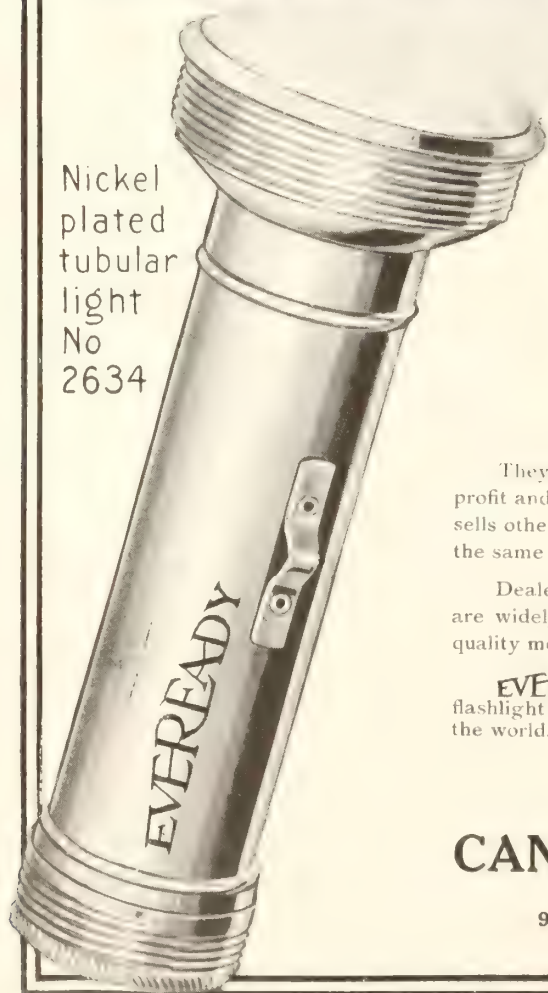
THIS IS EVEREADY WEEK



## HERE'S SOME LIGHT ON NEW BUSINESS AND MORE PROFITS FOR YOU

A line that will increase your sale  
to present customers; bring you new  
ones; with a big renewal sale feature.

Nickel  
plated  
tubular  
light  
No  
2634



## EVEREADY FLASHLIGHTS

*"Canadian Made for the Canadian Trade"*

They are big sellers with the trade everywhere; turn over quickly, pay a good profit and a profit that steadily increases because each **EVEREADY** flashlight sold sells others and keeps the customers coming back for renewal batteries and lamps—the same as they do for razor blades and camera supplies.

Dealers in general find **EVEREADY** flashlights profitable to feature, because they are widely and persistently advertised, useful to everybody, and sell easily—strictly quality merchandise, the kind that means a pleased customer every time a sale is made.

**EVEREADY** Flashlights, Tungsten Batteries and Mazda Lamps are the original flashlight line, made and guaranteed by the largest manufacturers of flashlights in the world.

*Send for Catalog No. 42, illustrating and describing the entire line, 75 styles, from 75c. to \$7.50. Also our interesting terms to the trade. A post card will do.*

## CANADIAN EVER READY WORKS

of Canadian National Carbon Co., Limited

90 CHESTNUT STREET

TORONTO, ONTARIO



# Hunters' Supplies

Now is the time to get your stock into good shape in view of the approaching Hunting Season. Our stock is replete with a great choice of lines by the foremost makers in the world. Write for particulars and prices—your enquiries will receive painstaking attention whether large or small.

**Shot Guns** Single and double barrel Repeating Shot Guns  
—Remington, Winchester, Stevens and Marlin.

**Rifles** Remington, Winchester, Stevens and Marlin—all  
calibres.

**Ammunition** Full lines carried. Every load and size  
of shot.

**Accessories** Decoy Ducks, Reloading Tools, Axes,  
Knives, Lamps, Gun Cleaners, Duck-back  
Waterproof Coats and Pants, Sweaters and Sweater Coats,  
Shoe Packs, Moccasins, Snowshoes, Dunnage Bags, Compasses,  
Canoes, and Tents.

## ***REFRIGERATORS***

Write for special prices on our Sanitary Refrigerators. They are endorsed by hundreds of physicians in all parts of the continent. There's a lot of selling still ahead—have your stock replenished.

# Rice Lewis & Son

Toronto Limited Ontario



**Hercules****Step  
Ladder**

## Stratford Step Ladders Lead in Serviceability

We manufacture a variety of styles for painters and general use, which are guaranteed to give the very best service. We also make any special shape or size ladder to suit your trade. Try the Stratford Line—they are made to earn your approval.

*Catalog of our lines on request.  
Better have one for your files.*

## Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp, and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

## MILBRADT LADDERS



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

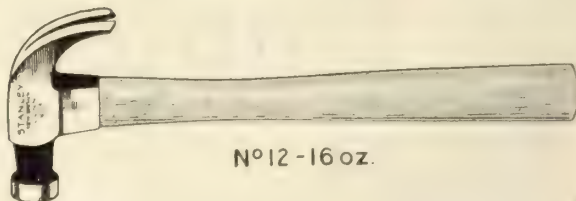
Write for our complete ROLLING LADDER CATALOGUE, showing many styles suitable for all kinds of shelving.

**MILBRADT MANUFACTURING CO.**

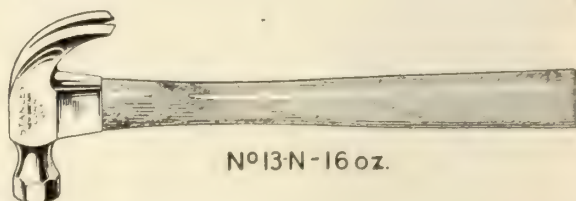
2400 N. 10th Street

St. Louis, Mo.

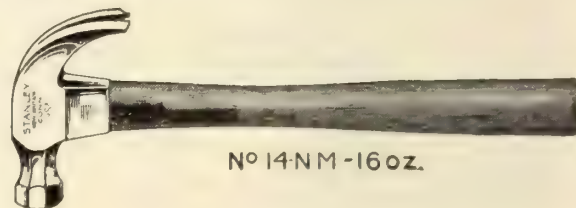
# Stanley Tools



No 12 - 16 oz.



No 13-N - 16 oz.



No 14-NM - 16 oz.

## Stanley Handeled Hammers

*For Carpenters, Machinists,  
Bricklayers, Farmers, Tinnern,  
Blacksmiths and Engineers.*

The heads are made of special steel, carefully forged, hardened and tempered.

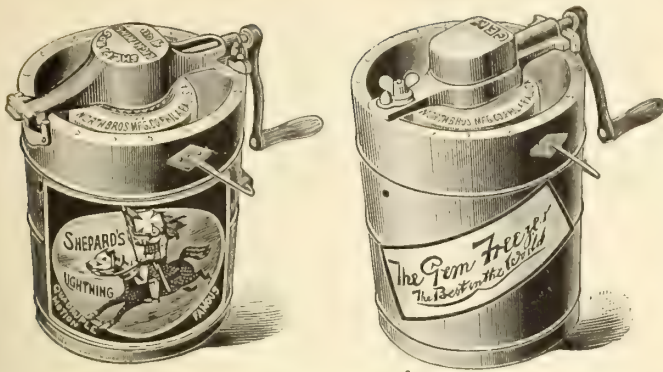
The handles are of selected second growth white hickory.

The improved method of fastening the heads to the handles makes it practically impossible for the head to fly off.

The above features together with their specially fine finish make them a very attractive line to carry.

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.





## Time to Order FREEZERS

Whether you stock the **LIGHTNING**, **GEM** or **BLIZZARD**, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The **BLIZZARD**, being a low-priced Freezer, makes a good running mate with either the **GEM** or **LIGHTNING**. Now is the time to place your order. Shipment can be made any time you specify.

**BE SURE to INCLUDE the LIGHTNING ICE CHIPPER No. 1.** You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will  
Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.

# "PRESTO"

## Auto Specialties Mean Increased Profits

An Ideal Line for Live Dealers

### THE "PRESTO" AUTOMATIC CORD WINDER



automatically and instantly winds the cord on **PRESTO CIGAR LIGHTERS** when lighter is not in use. Fastened in a convenient place, is indispensable. Durable, attractive. **CORD WINDER** with **CIGAR LIGHTER** and **HOLDER** as shown is very popular.

Price complete \$5.00  
Cord Winder only 2.50

### A Triple Purpose Device

is our No. 200. "Light up" in the most powerful wind with **THE PRESTO ELECTRIC CIGAR LIGHTER**. Just push the button—and there's your light. Wind—speed—rain—don't interfere. No matches—no fire danger. Has pure platinum wire tip. Always ready—never out of order.

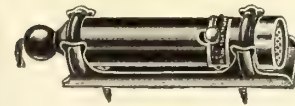
No. 200

\$3.50



No. 202

\$2.50



No. 204 Presto Ford Lighter and Holder \$2.50

No. 205 Presto Star Lighter and Holder 2.50

### For Double Duty

Use No. 202. **THE PRESTO ELECTRIC CIGAR LIGHTER** and **ACETYLENE LAMP LIGHTER** are just right. Ready when wanted. All parts brass, nickel plated. Price only \$2.50.

### Car Owners Who Smoke

like the **PRESTO FORD** or **STAR WATCH TYPE CIGAR LIGHTER**. **FORD TYPE** for Ford cars—**STAR** for other makes. Just press the stem—and smoke!

### For General Repair Work

**PRESTO INSPECTION** and **TROUBLE LAMPS** are very efficient. 100 p.c. light. Simple in construction and in operation.

### "Presto" Search Light and Trouble Lamp

Very satisfactory for use on country roads, reading signs, repair work, etc. Handy switch for either momentary or steady light. Powerful lamp and bull's eye lens.

### All "Presto" Goods

allow generous profits. Easy to sell. Carry full guarantees. **PRESTO CIGAR LIGHTERS** are made with pure platinum wire tips. Last four times as long as common wire tip lighters. All other **PRESTO** Goods of great merit. Our literature and dealer's proposition are ready for you. Write for them NOW.



No. 281 Full reflector, 3-inch diameter, nickel plated, 10 ft. Black cotton cord, Edison lamp socket, 6 volt 4 c.p. bulb \$1.00

No. 286 Same as No. 281 but with full reflector, nickel plated highly polished 3-inch bull's eye lens. 1.25



No. 290 Combination Trouble Lamp and Search Light, with powerful bull's eye lens and lamp bulb, black handle and cord, heavy brass, nickel plated. Complete with battery terminals, no bulb. \$2.00

All Good Jobbers Handle Our Line

**METAL SPECIALTIES MFG. CO.**

740 West Monroe St., Chicago, Ill.





## The "STERLING" Washing Machine

Made of galvanized iron and is therefore absolutely rust proof. It is very strongly built and there being no parts to wear out a machine will last a lifetime. It is a very efficient washer and easy on clothes.

It does not absorb the dirty water, has no corners or pockets to hold the residue of soap suds or filth. Will not attract the flies like the wooden washers.

The Sterling is the most sanitary washer on the market. *Write for particulars.*

MADE IN CANADA

THE  
Thos. Davidson Mfg. Co., Limited

Toronto Montreal Winnipeg



## When Thoroughness Tells

THE appearance of an article is not what finally determines its worth.

Its real value lies deeper than that.

Neither is it "selling talk" that makes a commodity serviceable, but intrinsic merit—something real.

The value of a Meakins' Paint or Varnish Brush comes out in the use. Its smooth, even spread and remarkable wearing qualities commend it to all users of paint and varnish brushes. They'll tell you that they're leaders.

*Write for Catalog*

## MEAKINS & SONS, LIMITED

Hamilton

Ontario

Warehouses: TORONTO, LONDON, WINNIPEG

Meakins Brush Co., Limited, Montreal





# BEWARE

of Stocking up too heavily on **Galvanized Sheets at Present Prices !**

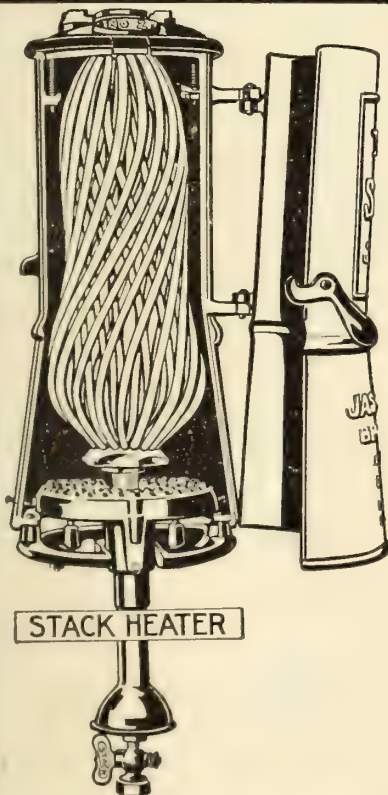
Until prices are more nearly normal we would suggest extreme caution. Buy your sheets as you need them. Use our stock of "Made-in-Canada"



## Galvanized Steel Sheets

*Quick Service. Clean Shining Stock. At the lowest Market Price.  
Saves You Capital—Space—Worry.*

**DOMINION SHEET METAL COMPANY, Ltd., Hamilton, Canada**



## THE SECRET OF POWER IN The Stack Gas Water Heater

Why can the STACK produce a hot water service which is far in advance of any other tank heater? The answer is so simple and apparent as to be easily missed.

Hot water naturally rises immediately upward—not sideways, but up—straight up.

The STACK is built more nearly to allow this direct, straightway, upward movement than any other heater.

Test yourself the truth of this statement.

*Write for Booklet.*

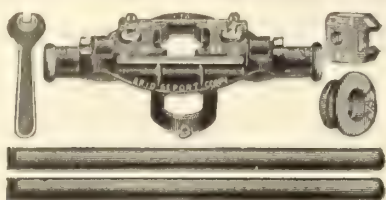
**EASILY SOLD**

**BIG PROFITS**

**James Morrison Brass Mfg. Co., Limited**

93-97 Adelaide Street West, TORONTO





## Genuine Armstrong Stocks and Dies

are so well known to the steam and gas fitting trade that it is to every hardware dealer's advantage to stock this line.

The Genuine Armstrong Stocks and Dies of which we are sole manufacturers are built with great care and mechanical supervision and guarantee the user complete satisfaction.

Write for Catalogue TO-DAY

**The Armstrong Mfg. Co.**  
333 Knowlton St. Bridgeport, Conn.

Manufacturers of  
Water, Gas and Steamfitter's Tools

## The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good  
Sale for Them*

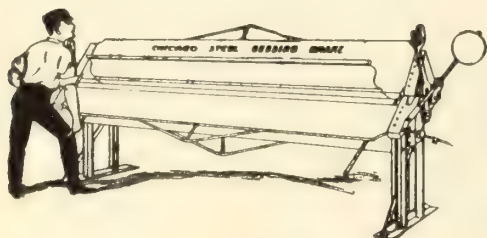
Manufactured solely by

**Gutta Percha & Rubber, Limited**

Successors to

**The Gutta Percha & Rubber Mfg. Co. of Toronto**  
Limited

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER



## How Long Will YOU Do without this Money-Saver?

The sheet metal department that is not equipped with the *best* Bending Brake is positively *losing money* every month.

## The Chicago Steel Bending Brake

has proven beyond all doubt its ability to produce work cheaper, faster and better than any other brake on the Canadian market. Made in 200 different sizes.

Write for our Proposition

**The Steel Bending Brake Works**  
Chatham, Ontario LIMITED

Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

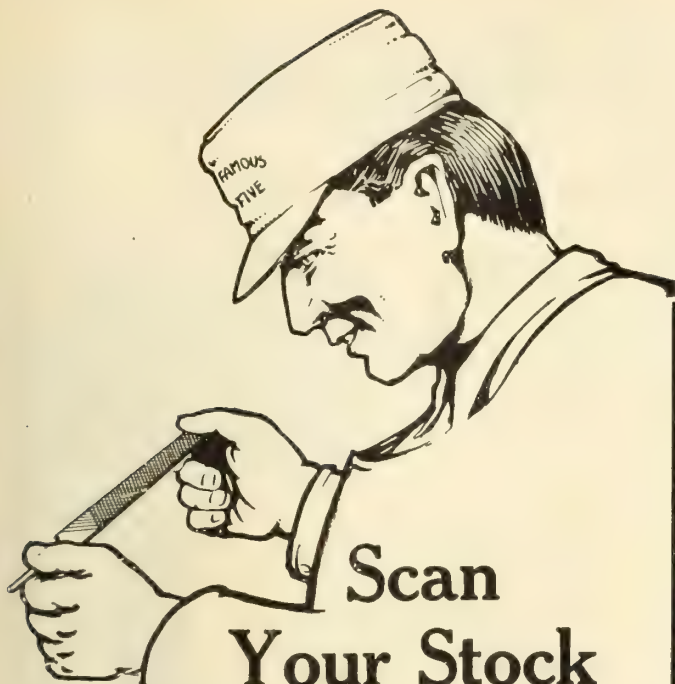
from

**MANTON BROS.**

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.





This is the time to closely scan every item in your stock. To see that every line on your shelves is paying you the MAXIMUM net profit.

Take your file-stock for instance. By concentrating on one of the "Famous Five":

**KEARNEY & FOOT  
GREAT WESTERN  
AMERICAN  
ARCADE  
GLOBE**  
(Made in Canada)

you can cut down your file-stock to the minimum—and yet meet every demand of your trade. You have our factory-stock of 4,000 patterns at your disposal. And you can turn your small stock over many times yearly—reaping a nice net profit on every "turn."

You have the trade-winning QUALITY and PRESTIGE of our 50 years successful experience—our 5 great factories filled with modern equipment—our complete control of every manufacturing-step from furnace to finished file.

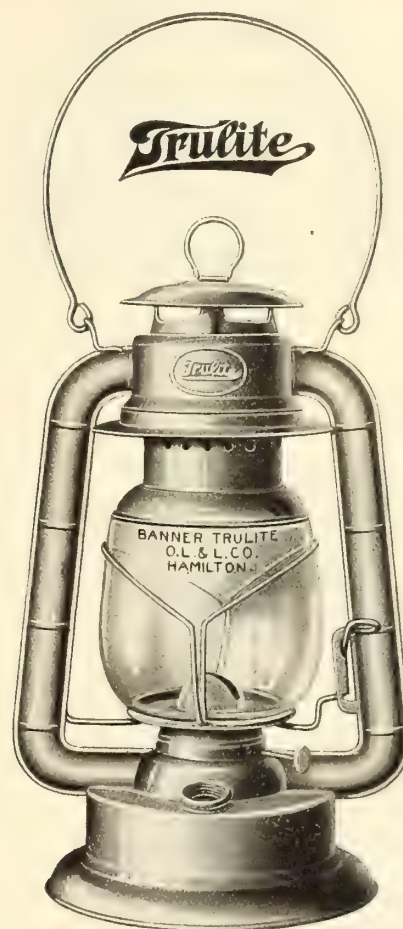
You have a line that supplies 90 per cent. of Canada's file-requirements. And you have an endless campaign of advertising—working day in and day out to dig up more trade and new customers for YOUR store.

**NICHOLSON FILE CO.**

Port Hope Ontario  
Jobbers Everywhere

**Trulite**

MADE IN CANADA



Have you ordered  
your stock to fill  
the Fall demand.

**Ontario Lantern & Lamp  
Company, Limited**

Montreal

Hamilton

Winnipeg



## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

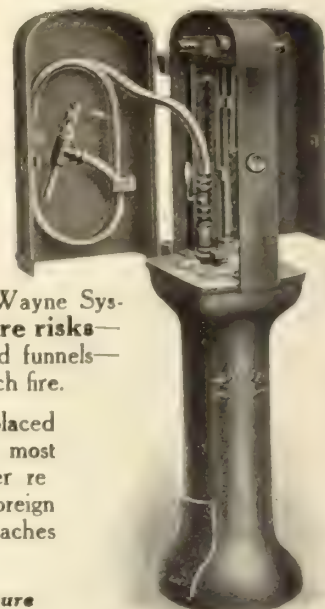
### The American Wringer Co.

New York, U. S. A.

# Wayne

## The System You Should Have

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.



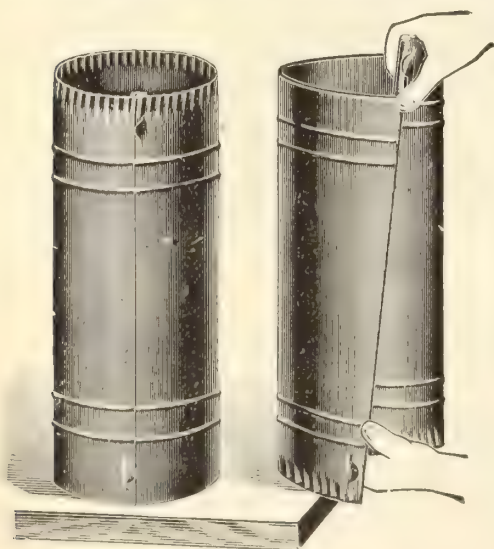
When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

Write Us for Literature  
and Prices

### Wayne Oil Tank & Pump Co., Limited

Woodstock Ontario



## BOOK UP NOW for your Winter requirements

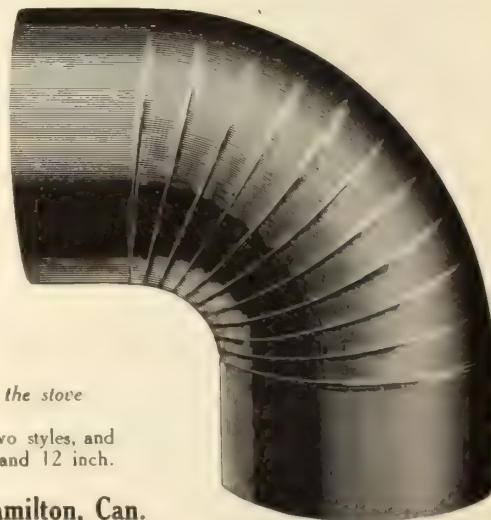
IN

Scheip's Patent Stove Pipe. Rivetted Stove Pipe. Cooper Stove Pipe Elbows. O.H. Stove Pipe Elbows. Furnace Elbows. Furnace Pipe. Tapers, Tees, Dampers, Damper Lengths, Stove Pipe Collars, Flue Stoppers. Thimbles, Plugs, Chimney Caps, Ridge Pipes, Side Roof Pipes, Stove Pipe Registers, Stove Casters, Fire Backs, Stove Pipe Shelves, Stove Scrapers, Stove Lid Litters, Stove Pokers, Stove Boards.

Everything that is needed to fix up the stove

Our Stove Pipe Elbows are made in two styles, and in all sizes—3, 4, 5, 6, 7, 8, 9, 10 and 12 inch.

### E. T. Wright Co., Ltd., Hamilton, Can.



### JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal

### The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



# Your Customers Know The PERFECTION

and what it stands for. Our extensive advertising has taught them the true merits of

## PERFECTION SMOKELESS OIL HEATERS

They know that the Perfection is the best oil heater on the market—that it is made by a company that manufactures only the highest-grade oil-burning devices.

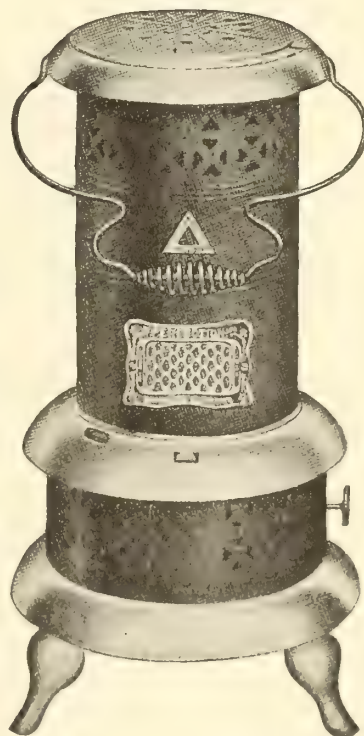
The Perfection trademark alone is a sales clincher—and that trademark will be displayed this year more than ever before in magazine and newspaper advertising all over Canada.

The Perfection Oil Heater gives abundant heat, *where* you want it, *when* you want it. It burns 9 hours on a gallon of Royalite Oil, our extra refined kerosene.

If you have not already stocked the Perfection Oil Heater, ask our nearest office about it.

**THE IMPERIAL OIL COMPANY**  
Limited

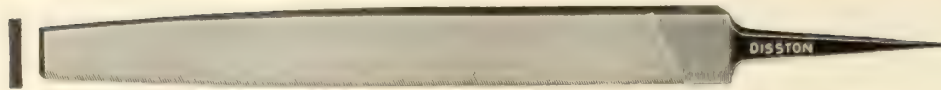
BRANCHES IN ALL CITIES



Made in

Canada



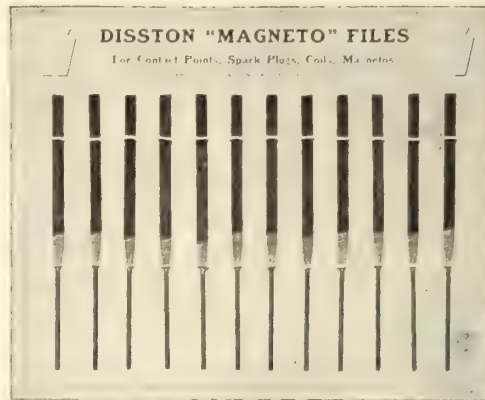


# DISSTON FILES

Our plant produces a greater assortment of files than any other plant in the world.

## Uniformly High Quality

because constant use in the manufacture of saws affords us unlimited and continuous opportunity for the study and perfecting of Disston Files:

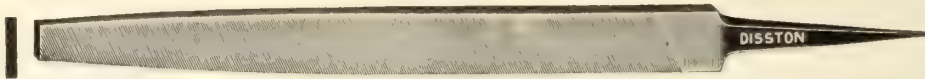


## Magneto File Display Card

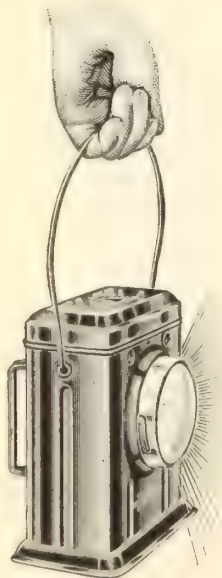
A convenient, attractive display card holding one dozen Disston "Magneto" Files. These files are especially designed for cleaning Magnetos, Ignition Coils, Spark Plugs, Spark Gaps, Contact Points, etc., and are an indispensable item in motor equipment.

## HENRY DISSTON & SONS, LIMITED

2-20 Fraser Avenue, Toronto, Ont.



## The Cheapest and the Best



## The VERILITE Battery Attachment

sells at \$1.00 and costs you \$7.80 per dozen. Besides being the cheapest it is the most efficient. Every one is guaranteed.

PLACE A  
TRIAL ORDER  
TO-DAY

*Made in Canada by*

## The Duncan Electrical Mfg. Co.

86 Grey Nun St., Montreal, P.Q.

*Sales Agents:*

Saunders & Wainwright, St. Nicholas Bldg., Montreal

# "TIGER" WHITE LEAD

*The Lead With the Spread*

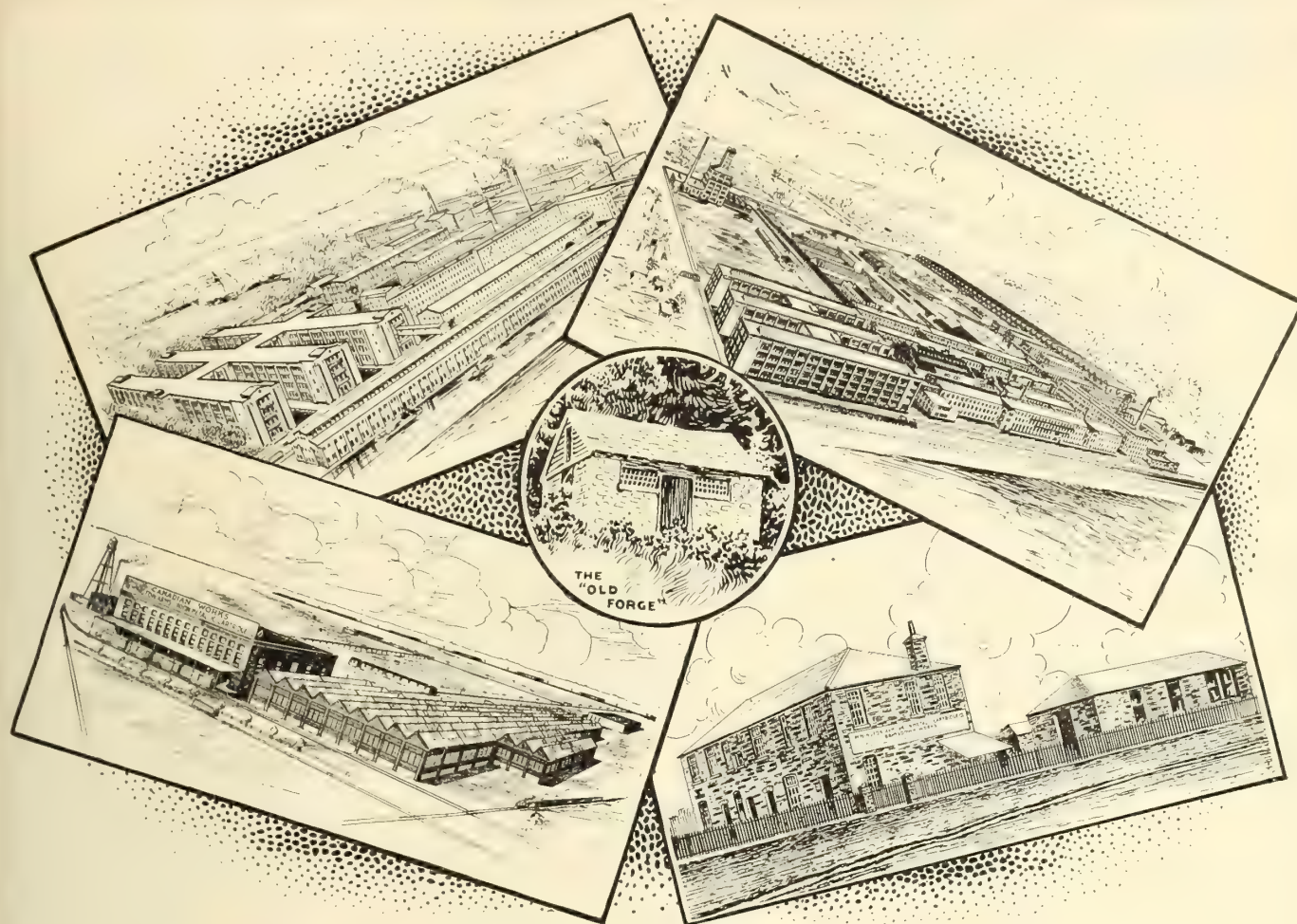
PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

## The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN





# If It's *Remington* It's RIGHT! UMC

100 YEARS doing the RIGHT thing the RIGHT way wrought this change:

From the one-man shop of 1816—to four great plants and thousands of experts.

Producing Guns and Rifles of many patterns—Ammunition to fit *all* standard arms.

Every piece the *best* that money can buy or build.

REMINGTON-UMC Arms and Ammunition are World-Standard. Used *everywhere*—with the absolute certainty that “If it's REMINGTON-UMC—it's RIGHT!”

You take PRIDE and PROFIT in the Remington-UMC line.

## REMINGTON ARMS-UNION METALLIC CARTRIDGE COMPANY

LONDON, ENG.

(Contractors to the British Imperial and Colonial Governments)

NEW YORK, U.S.A.

WINDSOR, ONTARIO





## Do You want 50c. or \$200

WHICH WILL IT BE?

It's up to you. We'll pay you any amount you want if you will sell :

## PRESTON SAFE LOCK SHINGLES

There are prospects in your territory, and you can get the business if you go after it. **Safe Lock Shingles** make friends for you because they give satisfaction. Each order makes a pleased customer and that means more orders and

**MORE MONEY**

*Write us about your prospects.  
Our travellers help you sell.*

**The Metal Shingle & Siding Co.**

Limited

Preston

Ontario

## Wire Nails, Baling Wire and Bale-Ties OF THE BEST GRADE



There will be large quantities of hay baled this season and it will pay you to feature our line of baling wire made from special Bessemer Steel.

We recommend our Bale-Ties and Wire Nails as the best that can be secured on the market. Our goods possess the qualities that bring to your store new customers.

WRITE FOR PRICES

**The Laidlaw Bale-Tie Co.**

HAMILTON, ONT.

Limited

Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Mculden  
Winnipeg, Man.

## A Simplified Typewriter The Remington Junior

Small in size—  
but big in capacity.



Light in weight  
—but heavy in stability.

*Remington-  
built*

*Remington-  
guaranteed*

Price \$65.00

*Write for Catalogue*

**REMINGTON TYPEWRITER CO., LIMITED**

MONTREAL, Que.

TORONTO, Ont.

## Hardware Window Dressing

*Sent post paid for \$2.50*

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

**COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto**

## Store Management Complete

16 Full-Page  
Illustrations

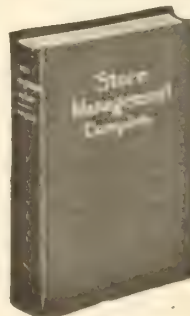
**ANOTHER NEW BOOK**

By **FRANK FARRINGTON**

*A Companion Book to*

**Retail Advertising Complete**

**\$1.00 POSTPAID**



"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

**THIRTEEN CHAPTERS**

Here is a sample:

**CHAPTER V.—THE STORE POLICY**  
What it should be to hold trade. The money back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

*Absolutely New*

*Just Published*

**Commercial Press, Limited**

**32 Colborne Street  
Toronto, Ontario**



## Dealers—Handle this Fence

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

### Peerless Ornamental Fencing

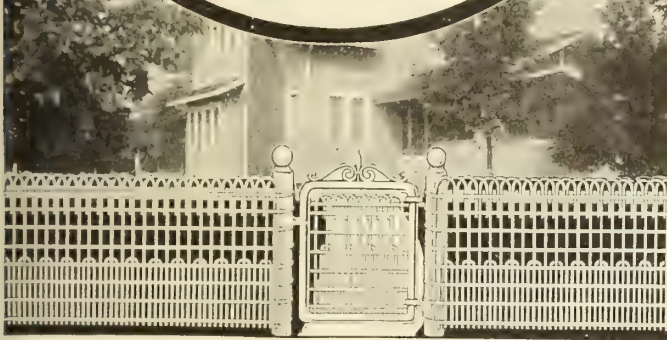
not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

#### Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence Company, Ltd.**

Winnipeg, Man. Hamilton, Ont.



## CHICAGO SPRING BUTTS

### DISTINCTION

The Chicago "Relax" Spring Butt



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

**Chicago Spring Butt Company.**

CHICAGO

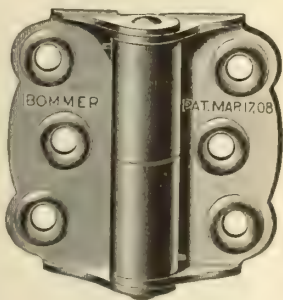


NEW YORK

Send for Catalogue S29

## BOMMER SCREEN DOOR HINGES ARE THE BEST

WROUGHT METAL



Style 900

Don't wait until the flies are here—put in your stock of screen door hinges now—handle the right sort—Bommer's are the best quality and finish, and sell on sight.

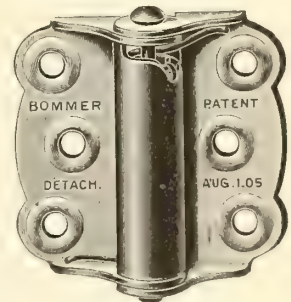
**Style 900.**—Has two bearing joints, no matter which end of hinge is uppermost, doubling the strength and durability. The best and handsomest screen door hinge ever produced.

**Style 960.**—The door can be detached from the casing without unscrewing. Has enclosed oil-tempered steel coil-spring, is well made and will give you good service.

*Both styles also packed in sets with hook and eye and pull*

**Bommer Brothers, Mfrs., Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 446 St. Paul Street, Montreal



Style 960

## BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



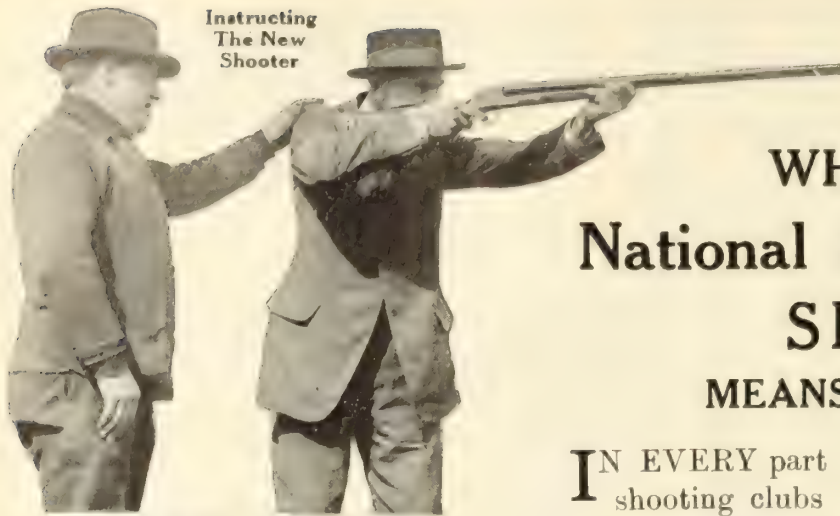
Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO.





## WHAT THE National Beginners' Day SHOOT MEANS TO DEALERS

**I**N EVERY part of the country, members of trap shooting clubs are enthusiastically working to make Beginners' Day Shoot the event of the season.

WE ARE working with these organizations and arousing interest in this novel affair by advertising in the big-circulation dailies, magazine and sporting publications. Handsome trophies for beginners making highest scores and for the one hundred clubs reporting the largest at-

tendance of beginners are given by us to enthruse the members and as inducements to new shooters to win recognition at the traps. Our traveling force are pushing this Beginners' Day Shoot to make this event a genuine and permanent advantage to the dealers in the salesman's territory.

### GIVE THE SHOOT A BOOST

The significance of Beginners' Day and the sales possibilities suggested are worthy of your heartiest support and activity. Put the situation before your salesmen and set the pace yourself by talking Beginners' Day to every man or woman coming into your store. Ask the secretary of the local club or write to-day to us for date of Beginners' Day Shoot.

### Make A Window Display

of guns, shells, shooters' supplies, sporting goods and other merchandise required by the beginners. Advertise your store as the trapshooters' headquarters. Get the tide of trade flowing your way.

### EVERY DAY A SHOOTING DAY

Do not forget the permanent feature of Beginners' Day. It is only a starter—the new shooter is so fascinated with the target-smashing game that he is going to be a frequent performer at the shooting club.

These beginners are powder-burners and they keep shotguns busy. Every idle gun is a handicap on your sporting goods' department. Hustle for new shooters and put your store on the shooting map.

### All "Set" for Beginners' Day Shoot

Do your part to make the plans of local sportsmen successful. You are sure to be the gainer, so why not boost the event? Get together and work together to make Beginners' Day Shoot the cause for increased sales in all departments of your store.

FOR FURTHER INFORMATION ABOUT BEGINNERS' DAY  
SEND INQUIRIES TO SPORTING POWDER DIVISION

# DU PONT POWDER CO.

Wilmington

Delaware, U. S. A.



BEGINNERS'  
DAY TROPHY  
2/3 Actual Size



# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN  
WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, AUGUST, 1915

NUMBER EIGHT

## A Government Test of White Paint.

Among the most recent articles which have come in for a share of his attention is white paint.

As there is no provision in the law for determining the standard requirement of white paint, the analyst confesses his inability to make any positive statement as to what is exactly the genuine article.

In all 116 samples were tested. Of these 28 were found to contain white lead as their principal pigment, 30 contained zinc oxide or sulphide, and 9 lead and zinc in admixture. "If these be regarded as genuine," says the chief analyst, "then 67 samples, constituting 58 per cent. of the collection, are found to be genuine."

In describing white paint, he says: "This article is generally assumed to consist of white lead, ground in oil, and further diluted with linseed oil and turpentine, with or without so-called dryers, to the proper consistency for convenient application with a brush. White lead is frequently replaced by oxide or sulphide of zinc, a pigment which, while it does not possess the covering power of white lead, has some advantages over it. The chief advantage is that where sulphuretted hydrogen is present, the result is to blacken lead paints, while zinc is not affected in this way. We may, therefore, assume that the normal pigments, which may occur in white paint that may be regarded as genuine, are either basic carbonate of lead (white lead), or oxide or sulphide of zinc, or a mixture of these."

In view of this statement by the chief analyst, both manufacturers who use white lead and those who employ oxide of or sulphide of zinc in the preparation of their white paint, are in possession of talking points for their salesmen.

Dealers who wish to know the basic ingredients used by the different manufacturers in Canada in making white paint should write to the Inland Revenue Department for a copy of Bulletin No. 301.

• • •

## The Correct Figuring of Profits.

The correct figuring of profits is a matter of vital importance to every dealer, and though we have given a good deal of space to the subject during the past year we feel that no more than warranted has been devoted to this particular phase of business.

It is pathetic to find retailers laboring strenuously and yet making little or no profit, just because of a lack of proper knowledge of the question of figuring profits.

It is true that not a few merchants are fooling themselves on this question of figuring profits. Not infrequently it is the case that a dealer thinks he is following the correct method, and feels so certain of the fact that he will not stop to even read articles in his trade paper on the subject. This he regrets some day when he wakes up to the fact that he has been on the wrong track.

A mistake commonly made is that of failing to distinguish between profit on cost and profit on selling price. Expenses are invariably figured on selling price, and if a dealer figures his profits on cost, without reducing his expenses to a similar basis, there is bound to be a mix-up—with the dealer believing that he is making more money than he really is. For instance, if selling expenses averaged 20 per cent. (which is on selling price), a dealer might think that he was making money by selling goods at an advance of 25 per cent. on cost, whereas he would just be breaking even, for 25 per cent. on cost price is only 20 per cent. on selling price.

That is the point that every dealer wants to get a full understanding of—that a percentage of profit figured on cost is vastly different and less than the same percentage figured on selling price. Take out a piece of paper and do a little figuring, to assure yourself that you are figuring correctly. This is something on which no dealer can afford to be astray. It is of vital importance if he wishes to secure a profit on his business.

## Passing Thoughts on Business.

BY W. L. E.

*The value of the show window is in proportion to the use that is made of it.*

*A neglected show window, like a bad reputation, is more of a liability than an asset.*

*He who booms his town is furthering the interest of his own business.*



# *Satisfying the Disgruntled Customer*

---

BY W. L. EDMONDS

---

THE value of a customer does not wholly lie in the quantity of goods he buys. That is, of course, his chief measure of value. But there is also to be taken into account the value of his influence.

Every customer exercises more or less influence upon his fellow men in their purchases.

Let him send the statement abroad that the service at So-and-So's store is not satisfactory and most of those in whose hearing he makes the statement will not only come to a like conclusion, but will give it further wing. In all probability they will avoid the store. On the other hand, let him express a favorable opinion, and the influence will be of a favorable nature. They will send that upon its way as well.

This emphasizes beyond all question the importance of satisfying every customer. In some instances it may be a difficult, and in a few instances, an impossible task. But its importance demands that no pains should be spared to accomplish it.

Failure to accomplish it may mean the loss of not one customer alone, but many. This is a contingency that retail dealers should keep in mind when their patience is sorely tried, even by irascible customers.

So important a matter is this that every retailer should make it a hard and fast rule to satisfy at almost any cost the customer that has become dissatisfied.

One of the largest manufacturers in Canada of his kind made this a hard and fast rule. And much of his success is attributed to this fact.

He holds that even where no real grievance exists the customer may conscientiously believe there is one. Consequently he made it a rule to satisfy every disgruntled customer if it was possible to do so, even if it entailed an actual loss of money.

This particular manufacturer is not now actively engaged in business. He looks on while others younger in years carry the "big end of the stick." But nothing pleases him better than to philosophise upon the wisdom of satisfying dissatisfied customers.

And what was good policy for a manufacturer who at one time practically possessed a monopoly in his particular line is certainly good for the average retailer who is surrounded by the keenest kind of competition.

If to satisfy a disgruntled customer concessions have sometimes to be made it by no means follows that it is a surrender for the merchant making it. It is rather the success of business diplomacy.



## Occupy Two Stores Now

Interior of The Saskatoon Hardware Co.'s store—ground floor.



Growing pains have of late years afflicted various businesses in the West, but with the Saskatoon Hardware Co., Ltd., at Saskatoon, they seem to have come with rapidity and earnestness. The company is now occupying (since the beginning of the year) two entire buildings—one a retail store, and the other a wholesale warehouse, on the railway tracks. The retail store is a two-storey structure, the entire second floor of which, with the exception of office room space at one end, is occupied with the stove and range line.

The accompanying illustration shows the extent and variety of the goods handled on the main floor of the

goods other than what the customer originally intended.

### Simple Working Charge System

The daily charge system in use in the Saskatoon Hardware Co.'s store is thus described by J. L. S. Hutchinson, manager of the business, for readers of Canadian Hardware Journal:

"When a charge sale is made, the two top slips, which you will note are yellow, are taken out and priced up by our pricer and are forwarded to our office, one of these, the original, we keep for our entry, the other one is mailed to our customer. The other two slips, namely, the green and the white slips, are put on our shipping file which gives our shipper the full details of where the goods are to go. We put these two slips in a little aluminum cover which he takes with him and when he makes the delivery, he delivers the white slip to the customer, the green slip he gets signed and returns to us, which shows that he has delivered the goods in good condition. These signature slips we keep on file in case of any dispute for people who claim they have never received goods or did not receive the goods in good order.

"The white slip which is given to the party who receives the goods, gives him a record of what he has received. Very often the party who receives the goods may be a foreman or an employe of the concern with whom we are dealing, and at night he puts these white slips into his office for them to keep and check up our yellow slips which they receive direct from us by mail. We find that this system avoids any disputes or misunderstandings or should there be anything wrong it is very easy to trace it up and find out who is at fault."

#### The Saskatoon Hardware Co., Ltd.

3657 Saskatoon. 191

Sold to

Address

It is understood I am to pay interest at 4% per annum from 30 days from date of purchase until payment in full of all goods bought by me from THE SASKATOON HARDWARE CO. LTD.

Salesman Your Order No.

ALL CLAIMS MUST BE MADE ON RECEIPT OF GOODS	
P.O. No. _____	
Reserved above in good order	
Signature _____	
Print Name _____	

One of The Saskatoon Hardware Co.'s charge sales slips.

retail store. The stairway at the end leads to the stove department. It will be seen that stove customers get a view of all the departments in the store as they pass through, with the possibility of adding to the sale of

Speed up the sales force. The cost of doing business is now so high that a quick turnover is of vital importance. Good window display and good advertising will do much to keep goods moving, but the sales force also must keep step with the increased pace.



## Selling Washing Machines to Farmers

Much has been written and printed in implement and hardware trade papers with respect to the amelioration of working conditions on the farm. Devices, machines and appliances of many diverse kinds have been exploited, all with a view to showing how to lighten farm labor and render the life of the agriculturist one of ease as compared with that of his progenitors who lived and labored before the era of machinery. It is significant, however, that practically all of the modern inventions which have been installed on the farms with a view to labor-saving have been connected with man's work, not woman's, and if there is any one who works harder on the farm than the farmer's wife we do not know it. The farmer himself does not; the "hired man" certainly does not, and the grown daughters of the house, if there be any, are saddled with an amount of work only a trifle less arduous and onerous than the mother, and that by reason of the fact that they do not bear the mother's responsibility.

But woman is progressing in like ratio to man. In these days of "votes for women" there is much more heard of woman's rights—her real rights—than in former years. Woman is asserting herself as she never did before, and quite properly so. The awakening among women, and the casting off of shackles meekly submitted to for countless generations has not been confined to the cities. It has penetrated to the remote parts of the country districts, and the farmer's wife of the present day has become enlightened. She knows what her sisters throughout the civilized world are accomplishing in the way of emancipating the sex from much of the unnecessary drudgery she has been accustomed to consider as a necessary portion of existence. And, be it observed, when a woman once begins to realize that she is suffering under impositions, she never rests until she changes conditions. Hence it is that life on the farm is now made much easier for woman-kind than it has even been. The engine, or other power, that grinds the feed, pumps the water, saws the wood or turns the grindstone is also made to operate the washing machine, and in this last operation there has been taken from the woman's burden of labor on the farm a crushing portion of the load she has been patiently bearing for so many years.

The washing machine is to-day considered almost as much a necessity on the farm as any of the implements used in tilling the soil. It is a very poor farmhouse indeed that does not boast of a washer of modern make, and wherever power, other than hand power, is available at all, it is employed in operating the washer and the wringer.

It is to the credit of "the men folks" that, at last coming to a realization of the slavery their wives and daughters have for so long been subjected to, and the injury to health ensuing from the grind of the old-fashioned wash tub and rubbing board, the washing machine is now regarded as an essential of farmhouse equipment, as much so as any other labor-saving device; and it is for this reason that during recent years a line of washing machines is regarded as a necessary part of the stock of every up-to-date implement or hardware man. The dealer who does not handle washing machines of one type or another is losing profitable business that goes to his competitor who keeps up with the procession.

### SELLING MOTOR WASHERS ON CLUB PLAN

Worth in any given line of hardware supplemented by liberal exploitation is a combination which nets good results nine times out of ten. A retail concern in

Louisville, Ky., takes this view of the hardware business, and recently has assisted the sales of a motor washer by believing in its virtues and advertising them extensively. The company informed the public in regard to the washing machine by several methods. One, employed some time ago, was by the solicitor route. Later this was abandoned, as it was found that the commission paid to solicitors made the cost too great. Accordingly, the firm is now using the newspapers, with an occasional circular.

The washer is sold on the installment plan, made more inviting by the term, "Household Club Plan." Two dollars down and a dollar a week is the usual way of paying. During the time payments are going on, and long after, the hardware company keeps the machine in order. "Do everything you say you will," is one of the mottos which has been found to be a winner, and the company lives up to its contracts with the purchasers of washing machines as well as other goods.

### DEMAND FOR DAIRY EQUIPMENT

A large number of hardware dealers are said to be putting in dairy equipment lines this season in many farming sections of the United States, which is a strong indication of the increasing interest in dairying across the border. In territory where dairy equipment farther than a one-legged milking stool and a dehorning rack was unknown two years ago, dealers are now stocking stalls, stanchions, litter and feed carriers and the whole line, and they are selling them, too. Here is an idea for the Canadian trade.

The last year or two the dairy short courses conducted by the agricultural colleges in many states have had a strong influence. Special educational articles in the farm papers, the dairy trains, lectures, etc., have combined in creating a great growth in dairy sentiment.

The constantly increasing price of dairy products has also been a strong factor. Milk in the cities is selling at 9 and 10 cents a quart, and butter at 35 to 40 cents per pound, and the supply is short even at that. Shipping facilities have so wonderfully improved the last few years that every man has a city market almost at his own door.

The need of the soil and the constantly increasing price of land are other influences. The soil must have added fertility, and the dairy cow can furnish it. The dairy cow puts back what she takes from the soil, and marketed crops take it away permanently. The high price of land makes it necessary to get more out of the farms per acre.

Dairy farming is an "intensive" method of land cultivation. The cow furnishes fertility to keep the land to the highest state of productivity, and the yield in money per acre is much greater than with ordinary farm crops.

### BIRD CAGES AND BIRDS

*By Felix J. Koch*

It would turn a Canadian hardware dealer's heart green with envy to walk past some of the bird shops of the English cities, notably Birmingham, and note the array of bird cages on sale, and sold, before long. Not even the American South, where every portico has its cage bird, is the love of canaries as potent as in England, and, as a result, the bird shops do well. So do the dealers who handle bird cages. The winter months should be a good time to create a healthy demand for birds and cages, seeing that these birds make for a spring atmosphere in the home.



## Selling Sporting Goods in the Hardware Store

By a Staff Representative

THE sporting goods department in many hardware stores is growing in importance every year, as people seem to be looking to the hardwareman to carry these lines. This is particularly true in the smaller towns, where there are no stores devoted exclusively to sporting goods, but in the larger centres also the hardwaremen who make a bid for this business are finding that they are getting their share of this trade. An editorial representative of the Canadian Hardware Journal, on a trip through Western Canada, found many hardware stores making a feature of sporting goods and finding it a good, profitable line.

### One Side Devoted to Sporting Goods

One store that is finding it a big department is the McLaren Hardware & Sporting Goods Company, of Edmonton, Alberta. One side of their store is practically devoted to sporting goods. Along this side various lines are arranged in an artistic manner on the wall, being tacked on to a felt background. This is an arrangement that shows goods up in an excellent manner. A notched framework about twelve feet long shows rifles in an upright position. One silent salesman is devoted to seasonable small goods, another to cutlery, and a third to assorted lines.

### Find it a Clean and Profitable Trade

The lines sold in the store include baseball, tennis, football and hockey goods, including gauntlets, sporting shoes and accessories, fishing tackle and rods, nets, rifles, revolvers, thermos bottles, etc.

"We have always made a feature of sporting goods," stated W. B. McLaren to the writer, "and find it a good clean trade that is interesting and pays a good profit when properly handled. It is essential, of course, that a close tab be kept on stock, so that the end of the season will not find you with left-overs that eat up all the season's profit. As soon as demand for any line reaches the high water mark, efforts should be made to clean up on any remaining stock."

### Features of the Store

A gallery extends along one side of the McLaren store, it being fitted with shelves that are used for the storage of surplus stock. The office is also in an elevated position.

A display idea in use is that of showing goods on a wall board built on the outside of the regular shelves, the space behind being used for the storage of surplus stock.

Knives and razors are displayed in a special case, which is hooked on the outside of the window, just below the window floor. It proves quite a good method of showing these lines.

### TO CLEAN WINDOW GLASS.

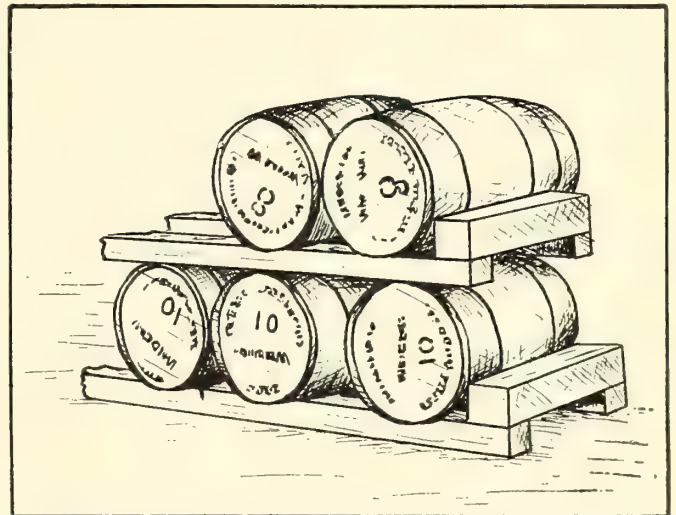
It quite often occurs that a merchant desires to remove an old sign from a window, or to take paint from glass which is of long standing. An authority on this subject says the following is a good method for cleaning old sign work off of stationary glass, such as windows, glass in doors, etc. To remove this paint mix and boil a thin paste of ordinary flour, and add to this con-

centrated lye, sufficient to make it good and strong. This will form a solution of the consistency of ordinary paste. Apply and remove several coatings, allowing about a quarter of an hour between the applications; scrape off with wall scraper or ordinary putty knife. Then sponge it and rub with whiting and water. When this is sponged off, chamois and polish with a piece of clean cheese cloth, or tissue paper. If the glass is loose and unmounted, provide a bath of strong lye solution in some suitable receptacle, preferably of galvanized iron, in which the glass can be stood up on edge. Allow the glass to stand in this solution until the paint is destroyed; when removed rinse in clear water and wipe dry with sawdust. Rub with dilute ammonia and whiting, dry again with sawdust, and finish by polishing the same as directed in the first process given above. These methods are not new, but they are reliable.

### INCREASED STORAGE FOR KEGS AND BARRELS

The accompanying illustration shows a safe and orderly method of piling barrels, recommended by the National Council for Industrial Safety, Chicago, Ill.

When kegs are piled up in the ordinary manner they are supported only at the centre, where the diameter



The use of wooden supports, as shown, will increase the storage capacity by increasing the height to which barrels may be safely piled.

of the keg is greatest. This results in a rather unstable pile, and also brings all the weight on the middle of the keg, where it is least able to withstand it.

When the supports shown in the illustration are used the keg is supported at each end. The two points of support increase the stability of the pile, and apply the load at the ends of the kegs, where they are reinforced by the heads. The end pieces prevent any lateral movement of the kegs, so that they may be piled as high as necessary.

### On Guard

Merchant (to new boy)—Has the bookkeeper told you what to do in the afternoon?

Youth—Yes sir. I'm to wake him up when I see you coming.

The man who wills can do anything he is determined to do.



## Closing Strong in Circular Letters

In a recent issue of Advertising and Selling, closing sentences for letters were discussed. The body of the letter may be very good, the argument and proposition well presented, but if there is no action, the letter fails to pull a reply. The opening of the letter may attract attention, but there were no returns. Why?

Because, at the psychological moment, when you've got your man ready to do business you deliberately turn your back on him with some such close as this:

"Hoping to hear from you, we remain."

You close your letter as though you had suddenly decided that the effort was not worth while. You leave your prospect high and dry on the rock of inertia, and he stands exactly where you left him.

The start of a letter is important, but most people will read the first few lines of a letter, no matter what they are. The body of a letter is important because, after all, the number of replies you receive depends on how attractively you dress your proposition. But if your close is weak, all the good effect that has been created is entirely wasted. For the lack of a little forethought you turn your back on good business. It really seems too bad when you consider that fully 60 per cent. of the letters being mailed every day fail through carelessness in not working out a strong close. A good close, with a real idea behind it, has been known to double the returns on a letter where, with exception of closing paragraph, copy was unchanged.

### HINTS ON HOW TO MAKE LETTERS PAY.

*By Edward H. Schulze*

Don't forget to put your own name—and home address—on your prospect list. Study your own letters from "the other man's" viewpoint.

\* \* \*

Don't try to put a dozen different ideas in one letter. Have it contain, throughout, one strong action-compelling appeal to human nature: the desire to gain something, the fear of losing something, or the appeal to self-esteem.

\* \* \*

Don't ever lose sight of the greatest secret in successful sales-letter writing; that the prospect is most interested in learning not what your product is, but what your product will do to help him. Sell service first.

\* \* \*

Don't start your letter with remarks concerning your business. The prospect is primarily interested in his own affairs. Anything you say relating to himself will receive attention.

\* \* \*

Don't forget that the real purpose of the first paragraph of every successful sales letter is to create a favorable impression in the mind of your prospect. First impressions are big factors in all kinds of salesmanship.

\* \* \*

Don't neglect to help your traveling salesmen, by sending letters to their customers over the salesman's signature. It is good protection against competition to keep in touch with your trade between the visits of your travelers.

\* \* \*

Don't spoil your prospect's belief in your sincerity by indulging in extravagant claims about your product. So-called "enthusiastic statements" are all right only when they enthuse the man who buys.

Don't use filled-in names on your letters unless the work is perfectly done. A well-filled-in letter, even though the prospect knows it is a circular, will receive careful consideration, all other things being equal. A poorly-matched-in letter is an insult to the prospect's intelligence. At least he so regards it.

\* \* \*

Don't crowd a lot of enclosures in your letter if you want to keep it out of the waste-basket. The less enclosures you need the better.

\* \* \*

Don't use the wrong kind of postage. Make a few tests and prove to yourself whether you should use one-cent or two-cent postage. Learn what is economically the best in percentage of returns.

\* \* \*

Don't ever write a collection letter that gives the debtor an idea that you are in doubt about getting immediate action. A great many people like to drag along without paying their bills if they think they can get away with it.

## Some Good Closing Paragraphs

Example No. 1.

Get the enclosed blank into the mail at once. It's worth while and you risk absolutely nothing.

Example No. 2.

Simply put your address on enclosed card and return. It will be worth your while and put you under no obligation whatever. Mail it to-day.

Example No. 3.

Send no money—simply agree to LOOK at this machine. Sign and mail the special card.

Example No. 4.

Just wrap a dollar bill in this letter at our risk and mail at once to be sure it will reach us by next Thursday. Don't bother writing a letter, you may be busy. The address above will tell us that the remittance is from you.

Example No. 5.

It's very important. On second thought, please be sure to mail it right away—while you have this in hand—so there will be no possibility of forgetting. I am waiting.

Note the absence of words "fill out enclosed." That suggests labor. "Simply put your address on enclosed card" sounds much better. On a trial proposition nothing is more effective than the words "send no money," although this is being overworked. The word "sign" sometimes affects returns, because among a certain class of people "to sign" anything means getting into some sort of trouble. That may seem absurd, but nothing that affects human nature is funny if you are trying to influence it. The less formally you can word your request, the better.

## Some Poor Closing Paragraphs

Example No. 6.

Hoping to hear from you.

Example No. 7.

May I hope to get your order.

Example No. 8.

Send us details of your needs and we will quote prices.

Example No. 9.

Try our goods and you will never use any other.

There was no return coupon, card or slip in any of the above. Nothing was suggested so that the prospect could act on the buying spirit created by the letter. To make a prospect sit down and write a long letter to help you get business is so foolish that you wonder why it is ever done.

Some examples of closing paragraphs selected from letters sent for criticism.





EXTERIOR, SHOWING DISPLAY WINDOWS, OF T. P. CALKEN'S HARDWARE STORE AT KENTVILLE, N.S.

## Be Sure You Do Not Crowd the Window Display

Two chief faults found in the work of inexperienced window trimmers are overcrowding and placing the merchandise too near the glass.

Regarding the first of these faults—it should be remembered that it is not necessary to fill up every inch of space with some article. A close analogy to this is found in one of the principles of preparing advertising copy. It is a recognized and proven fact that a certain amount of white space is necessary to make an advertisement attractive. This white space permits the eye and mind to be concentrated on whatever is printed. And so it is with window dressing. A certain amount of empty space is necessary if the articles in the window are to be impressed on the mind of the customer.

With regard to the position of the merchandise in the window, it can be said that the back of the window is just as valuable as the space near the glass. This truth, however, is dependent upon the window depth. Everything within a depth of 6 feet can be seen to good advantage.

### SPECIAL DISPLAYS IN "CANADIAN BEAUTY" FORTNIGHT.

In order to sell goods—most lines, anyway—the retailer must display them, either in the window or in the store. Particularly is this true in connection with electrical devices. Electricity is making such rapid strides, especially in regard to labor saving, that it requires a lot of careful thought and aggressiveness on the part of the retail dealer to let the public know the value of "juice." Almost every week there is brought out some new device that will lessen the labor and add to the comfort of the housewife.

#### A Case in Point

One particular case which well illustrates the value of a well conducted campaign of window display advertising, is that of the Renfrew Electric Manufacturing Co., Limited. Starting early in May, this firm conducted, through electrical dealers in Canada, an extensive campaign of window display advertising, and showed their line of electric irons, toasters, heaters, lamps, and other electrical household devices. The window displays were backed up by effective advertis-

ing. The company had large space in 25 leading magazines and papers, while many dealers made generous use of the columns of the local papers.

The campaign was thoroughly planned. Arrangements were made with dealers all over the country (in small towns one or two were selected, while in the bigger cities there were as many as five or six) and on the given date each of these dealers put in a window display of "Canadian Beauty" lines. The manufacturers sent out suggestions for the arrangement of the windows and, as a result, the displays were excellent.

#### Strings Led to Price Cards

In every case the goods were well arranged in the window, and from each iron, or toaster, or heater, there ran a red ribbon to an oval card pasted on the window. Each card bore the inscription "Canadian Beauty Week," with the price of the article underneath.

### FULL DISPLAY AND UNIT DISPLAYS.

There are two schemes usually followed by window trimmers to obtain attractive displays. One is to make full displays and the other to make unit displays. It must be remembered that there is a distinction between "full displays" and crowded displays. In a full display, practically all available space will be utilized but the articles will not overlap each other. From any point on the outside of the window the contour of each article can be seen and it will not be confused with any other article in front or behind it. Furthermore, no matter how full a window is dressed, there will always be a certain symmetry in the design or layout of the merchandise. If a certain lot of articles rise to a certain height on one side of the window, another lot should rise to approximately the same height on the other side.

Unit displays consist of one or more groups of units, each unit being composed of one or more articles of a certain class. If unit displays are to be used, the window should never be dressed full.

The man who sits around waiting for business to pick up usually sees it picked up by his competitor.



## Using Windows for Vacation Goods Trade

**T**HE trade in vacation and camping needs is large and profitable enough to make it worth while for the hardware dealer to make a bid for it. One of the important agencies in going after this business is the display window.

### Have an Appropriate Setting.

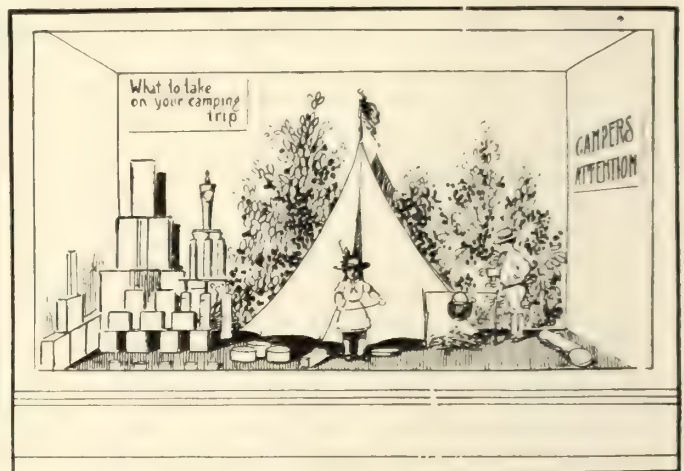
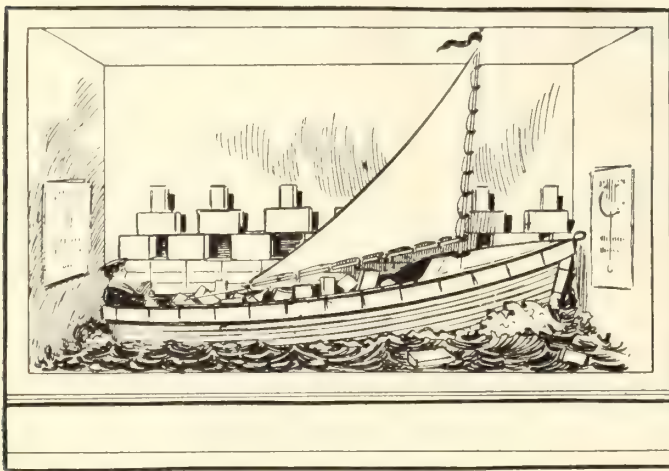
In order that the suggestion may exert the greatest possible influence, the setting of the window in which suitable goods are shown should be appropriate. It should suggest camping or holidaying in some form and in carrying out this idea the setting may be made just as elaborate as the trimmer deems desirable. Some attractive miniature summer scenes may be arranged that will arrest the attention of everyone who passes whether they are interested in camping or holidaying or

of charred sticks placed about a red electric light globe. This gives a very good representation of a camp fire, especially at night. The figures here shown are large sized dolls dressed in camp clothes, red bandanas being very much in evidence.

### A Sailboat Design

The sailboat design will prove a good window feature. The boat is constructed of cardboard tacked to a wooden frame, if the show window is too small to admit of a full-sized canoe or small boat. In case it is necessary to construct the boat, it is striped with black paint to represent sheathing. The boat is filled with articles, such as are especially adapted to camp use or a fishing trip, and all of which are taken from the store's stock.

The mast, the boom and a muslin sail put in position making everything complete for a pleasant cruise, except the necessary water. The water is represented by blue cloth. It is thrown loosely into the window,



Window display suggestions for going after camping and vacation goods trade. Read the description of these displays in accompanying article.

not, but it might be pointed out that from now on there are few people who are not interested in these forms of holiday and recreation to some extent.

### Some Effective Simple Settings Possible

Simple settings also have their value too and some appropriate trim should be arranged for such windows, no matter how simple they may be. For instance, last year one city dealer had a canoe with some fishing tackle in the centre of the display. A rough box without any covering was placed at one side and suitable camp goods and utensils arranged on and around it.

A dealer in a small town placed some nice pictures of camping scenes in his display and found that they served the purpose of emphasizing the camping idea admirably.

### Camp Scenes Represented in Window.

It is well for the dealer to use a somewhat elaborate window in firing the opening gun in his campaign for this trade. A few times during the season something special should also be arranged. We reproduce two suggestions along this line that the dealer should find of value in planning such special windows. The window showing the camping scene will attract attention.

This window shows two campers busy getting a meal. The tent is among the trees (tree branches fastened in holes bored in two-by-four) with a fire burning and kettle in action. The fire represented is merely a pile

forming wave-like wrinkles. A number of small articles placed under the cloth form the larger waves. Bunches of cotton at the front and rear of the boat represent the foam made by the boat as it speeds through the water.

The figure in the boat is represented by a dummy which may be borrowed at the nearest dry goods store if the window trimmer lacks it. In case the window and boat are small, a large doll may be dressed to suit the occasion.

Other ideas will suggest themselves to the trimmer, but the main thing is that he make full use of the window for going after this trade, not forgetting to use plenty of show cards in his displays.

### SOME STORE PHILOSOPHY

Just because people do not fall over one another to buy immediately the goods you show in the window is no sign window displays are not profitable.

When collections are slow, all the more reason for keeping after the debtor rather than getting discouraged and giving up.

Plug up the little leaks as fast as you find them rather than let them go while you look for bigger ones.

It is easy enough to work hard on a plan while it is new, but the good man is the one who sticks to his plan after the novelty has worn off.



# How Regina Hardwareman Puts Punch Into His Ads.

*A. W. Humphries turns out attention-attracting and sales-producing ads. for C. T. Laird, Regina, Sask.—Features of his advertisements*

BY WM. J. BRYANS

**T**HE advertisements of C. T. Laird, hardwareman, of 1834 Hamilton St., Regina, are widely read.

In fact, they have become a feature of the local paper that many readers look for regularly, and when you get the purchasing public looking regularly for your ad. you have certainly accomplished something of no little value.

## Have that "Something" that Catches Attention

The ads. are written to attract attention and they are successful in that regard to a remarkable extent. They have that "something" that is lacking in so many ads to-day. You know how many ads are just passable—perhaps not bad enough to warrant unfavorable comment, and yet not hitting the mark when it comes to raising the reader's enthusiasm and inspiring action.

Laird ads, however, seem to have the "punch" that puts them into the attention-attracting and sales-producing class. They enthuse and inspire to action. The samples reproduced here will allow the reader to gauge of their value in this regard.

## A. W. Humphries "Man Behind the Gun."

A. W. Humphries is the man behind the gun in the producing of these advertisements that seem to strike the bullseye of public interest and attention. He is not unknown to the hardware trade by any means. At one time he was located in Parkhill, Ont., and was one of the first presidents of the Ontario Retail Hardware and Stove Dealers' Association. Since going to Regina, he has made a close study of advertising and has become quite efficient in ad writing.

Column space, 6½ inches wide, is the usual space occupied by the advertisements, and, while comparatively small, good use is made of it. In fact, good use has to be made of it to make it profitable, as they pay 84 cents per inch for their advertising. At that rate, advertising has to bring results to prove a good investment.

## Headings that Catch the Eye.

The headings are one of the outstanding features of the ads. Mr. Humphries works for headings that will at once catch the attention of the person looking over the paper, and then he tries to have the subject matter so interesting that the reader will continue to read, mark, learn and inwardly digest.

Full use is made of all special occasions as subjects for headings. For instance, during June, catchy headings on the June game of marriage are used frequently. Special holidays, horse shows, big sporting features, etc., are all made full use of for the same purpose.

## Talk in Man-to-Man Way in Ads.

One thing that Mr. Humphries pointed out to the writer was the value of the person who writes an ad talking in a man-to-man way in it—just as if you had the customer before you and was trying to convince him or her. Mr. Humphries tries to put a little of the personal spirit into it, so that the reader will think

that a real human being is talking to him, and not a machine man with stereotyped advertising phrases.

"People often mention the fact that our ads have a friendly tone," stated Mr. Humphries. "They will come in and say that they haven't been dealing with us but that our ads have such a friendly appearance that they are inclined to. There is certainly a value in making people feel at home."

## A Gun Ad that Produced Results.

In regard to the value of man-to-man selling arguments in advertising, Mr. Humphries relates an experience of his in connection with a gun ad. In writing the ad, he went over the gun and described it just as if a prospective purchaser was before him. A man came in with the ad. clipped out of the paper, compared the gun with the description, pulled out the price



of it, and handed it over. That advertisement had really made the sale.

That ad, however, did double work, for this purchaser handed it over to a friend and he came in two days later and purchased one of the guns also.

## Good Use of Catchy Show Cards.

Just as catchy headings are found valuable in attracting attention and leading up to sales, so are catchy show cards. Good use is made of them in window and interior.

In one instance, a waste paper basket was filled with mouse traps, with a card reading "Mice hate these traps." This display sold practically all the traps.

Some of the cards noticed by the writer on builders' tools during his visit to the store were:

Yes, this is plane.

Now, this is on the square.

We won't chisel you but we will sell you chisels.

Expansive but not expensive bits.

Tools that are tools.

A good two-foot rule—keep your feet dry.

Now, if you require a knocker, here is a hammer for you.



## Hints on Summer Advertising

**T**HE mere expenditure of money in advertising is not going to bring results, or at least not the greatest possible results. It is necessary that the copy used be such as to attract attention, arouse interest and induce purchases. Having decided to advertise, it is to the producing of such copy that the dealer needs to give attention and study. When he is paying for the space, it is surely gross extravagance for the dealer not to make the best use of it.

Advertising during the summer months should more than at any other season be snappy and breezy. During the warm weather people are not inclined to read lengthy, drawn-out sentences and paragraphs. The ad. writer should put his message in the form that will appeal to readers and be read—short and to the point. Add as much breeziness to your style as possible without bordering on the silly or ludicrous. Just as people prefer their food put up in a certain manner during the summer, so do they like their reading matter put up in a form that is easily consumed. What kind of an ad. appeals to you? Use that as a guide in writing ads. that you expect other people to read.

### Use Enough Descriptive Matter

While it is desirable to put your message in a short, clear-cut manner, that does not mean that you should not make use of plenty of descriptive matter in your ads. Good descriptive matter is essential in working up a desire on the part of readers for your goods, and the ad. that has lots of descriptive matter will be found more effective than the one that has just a list of goods with nothing to induce a desire for any particular line. The plain list may serve as a reminder, but it does not create many sales that would not have been made anyway.

### WHAT ADVERTISING WILL DO

The writer attended a meeting of merchants recently and the subject of advertising came up for discussion. One man stated that he was not favorable to spending money on advertising—that he had been in business for so many years, and that he had never done any advertising, and that he had done pretty well in a business way. It must be admitted that he has done quite well in the matter of business progress, but it is a safe bet that if he had done a little advertising that his progress would have been much greater. The outstanding merchandise houses of to-day that have built their business by advertising, would no doubt have made considerable progress even if they had done no advertising. The ability and hard work of the men behind them would have assured that, but their stores stand out to-day as concrete examples of what the addition of advertising to other merchandising methods has made possible.

Advertising has proved its worth in a myriad of cases. In every town and city can be seen convincing examples of what advertising has accomplished. The store which a few years ago was small in size, and on a side street, has now become the large establishment on the main corner. Dealers who started ten years ago with a hundred dollars and one clerk, now have an extensive staff and a big capital. Intelligent and persistent advertising has accomplished these things. Advertising is the corner stone on which many a great business has been built. No business is so small, nor no field so narrow, but that intelligent advertising will prove valuable.

## HOW MICHIGAN HARDWARE ASSOCIATION INCREASED MEMBERSHIP

One thing which has helped us very materially in increasing our membership is the co-operation extended by the traveling men who call upon the trade, writes A. J. Scott, secretary of the M.R.H.A.

Salesmen representing manufacturers and jobbers are admitted to associate membership at a cost of \$1 per year, and each year we hold a membership contest giving a handsome leather suitcase to the two traveling men who bring in the greatest number of new members. There are many retailers who will join an organization when advised to do so by their friend, the traveling man. In addition to the incentive offered in the contest, we pay \$2 commission on each application brought in in this way. The traveling men I don't believe work particularly for that \$2, for they are a loyal lot of fellows and like to feel that they are contributing their services to a good cause.

Our association operates a traffic department, which audits carefully all of the freight bills of its members and files claims with the railroads for rate and weight overcharges or for loss and damage claims. There is no charge for this service unless we succeed in collecting some money from the railroads, in which case we get fifty per cent. for our services on overcharge claims and twenty-five per cent. on loss and damage claims.

The hardware mutual fire insurance feature has been a big help to the building up of our State association. Within the past twenty years there have been established several strong hardware mutual fire insurance companies.

A hardware stock is really a preferred risk, on account of the great amount of salvage, and, consequently, those companies which confine their business entirely to the writing of policies on hardware stocks are bound to have a much lower fire loss ratio than the old line companies.

Several of these hardware mutuals have built up big surplus funds, at the same time returning to their policyholders from thirty per cent. to fifty per cent. of the premium charged by the old line companies. The Minnesota company, for the past eight years, has saved its policyholders fifty per cent. of the board rate. You can see from this that a man who carries even a portion of his insurance with the hardware mutual companies each year saves many times the annual cost of his membership in the association. None of the hardware mutual companies will write insurance for any dealer unless he is a member of his State association.

The secretary of our association has always endeavored to keep just as closely in touch with the membership as possible, and at frequent intervals we get out letters to the members and non members, apprising them of the work which we are doing and in general keeping them informed, so that they will realize that the organization is working for them all year long.

Four or five times a year we get out a bargain and information sheet. This gives our members an opportunity to list any stock which they would like to dispose of, and we have found that quite a lot of merchandise changes hands as a result of the publication of this bulletin.

I might continue at length to tell in detail of the work of this association, but believe that from the above you will form an idea of the principal reasons why our association has grown until it now has some 1,050 members, which represents upwards of seventy-five per cent. of the real desirable hardware men of the State of Michigan.



## Collins' Course in Show Card Writing

21st of a series of  
articles specially prepared  
for this journal.

**W**E have frequently intimated that time-saving in making show cards and price tickets is an important consideration. Whether you are in business for yourself or do the work in conjunction with your other duties for your employer, it is not wise to spend too much time on the work, for in these days of hustle, the old set saying that "Time is money" has a more significant application than ever before. So anything that will lessen your labor will be a time-saver and a decided advantage.

For price tickets, and often where much reading matter is used on a show card, various styles of broad pointed or stub pens are used. There is a comparatively new invention out that is proving to be a great boon to card writers. This is the Payzant pen. It is made to write in various sizes from that of an ordinary stub pen to a stroke almost a quarter of an inch wide. The illustration gives a good idea of its construction. One cannot shade with it, but this is a decided advantage, for no matter what pressure you put on it when writing the stroke is always the same width. Professional card writers find it almost indispensable for their work, for it is rapid, uniform and as easily to manipulate as an ordinary pen.

### Advantages of Payzant Pen

It also has a great advantage for the novice or semi-professional card writer. The merchant or clerk who has only a few price tickets or show cards to write will find it very convenient and excellent in results. The beginner or one who does not do much work of this kind always experiences some difficulty in making

lines and strokes that are uniform or of equal size. Another difficulty is to make straight lines with a brush without considerable practice. This is because

An attractive and effective window show card made with pasted-on illustration, and pen work done with a Payzant.



when one is writing with an ordinary pen or pencil he puts a certain pressure upon it which naturally steadies his hand. The fact that he is used to writing

A B C D E F G H I  
J K L M N O P Q  
R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9

Upper case alphabet made with Payzant pen.



abcdefghijklmnopqrstuvwxyz  
 mnopqrstuv  
 wxyz \$ % ? ! ; '   
 sample ahzu  
 u g r e move up  
 @

Lower case alphabet made with Payzant pen.

or marking with a pencil causes him to depend, unconsciously, upon this pressure to steady his hand. A card writer's brush will not allow for any pressure sufficient to steady his hand, so it must be done independently of the brush. That is where the difficulty arises with the beginner. The Payzant pen overcomes

be filled with ink and dropped with it. It is excellent for ruling or borders, for one does not have to keep recharging with ink. It is made of brass or German silver and is practically indestructible. With care it should actually last a lifetime. As with your brushes, ordinary pens, ruling pens, air brushes and other tools it should be thoroughly cleaned immediately after using. Simply shake it well in water, then turn back the reservoir and wipe dry or turn the compressed air on it from your air brush tank which will dry it quickly. It is well to clean the slit between the blades with a piece of paper, cardboard or palette knife. Should the pen through carelessness or neglect become ink hardened it may be cleaned with gasoline or spirits and then wiped dry.

The alphabets shown this month were all made with one of these pens, which will give some idea of the



Some sample outside cotton signs which carry well.



Payzant pen—actual size.

wide range of work that can be done with them. Plain and fancy letters and various curves and scrolls are within its possibilities.

### Sample Card

The sample card was also done with two different sizes of this pen. The border was also done with it, and four different kinds of corners are shown, merely as samples. Of course one would not put such a variety of corners on one card in ordinary work. The picture of the chair is cut from an advertisement and pasted on to the card. This is a very effective way of making cards that are attractive as usually large illustrations

(Continued on page 44)

this objection for the beginner, for it is used the same as an ordinary pen. It has a convenient reservoir into which the ink, sufficient to write a great many words, is dropped with an ordinary fountain pen filler or, better still, a small typewriter or bicycle oil can which may



## Making Price Tags Sell Paint

By C. P. McDONALD

A LOT of hardware and paint dealers, when asked what a price tag is, will declare: "Why, it's a price tag—just a price tag." When they stop to consider its import, however, they find it is something more—that it is a silent salesman that brings business into the store.

It took me a long time to figure out how I could make my price tags sell goods from the windows. I always have been a strong believer in the power of the window display to sell merchandise, but I was not content with the best window displays I could offer, because I was convinced that they did not sell enough goods.

A tag on a can of paint, I argued, will not sell it any quicker than it will sell itself without the tag. Therefore, the mere tagging of cans and brushes did not bring proper results. Good window displays undoubtedly create interest, but mere perfunctory interest does not make turnovers. The paint buyer who looks at your display from the outside can't buy goods from the outside; you've got to bring him into the store. You've got to arouse his interest first, then you must stimulate action on his part. Making him stop on the outside and inspect your wares is good business; it's better business, however, to make him come inside.

My daughter is a silhouette fiend. The silhouette art has a peculiar fascination for her. I have bought her books on the subject and she really has become very proficient in the art. She has a natural adaptability for it and finds much pleasure in it.

Two years ago I awoke to the fact that I could commercialize her accomplishment. I thought I could, at least, and I gave it a trial. Believe me or not, it sold a lot of paint and supplies.

"Nellie," I said to her one day, "I want you to try your hand at cutting out pasteboard houses, barns, porches, silos, and the like. I know you can do it and do it well. I'll tell you why I want you to do it. I want to put your houses in my windows at the store. I want a four-room house, a five-room house, a six-room

house, and so on up to a ten-room house. I want an ordinary barn and a barn twice the size of the regulation barn. I want a couple of silos. I want two sets of all these things, one showing the exteriors and the other set showing the interiors. I'll bring you home a box of good colored crayons and with these colors you will paint clapboards on the houses; make one or two of them bungalows; leave the fronts off of some of the houses and with the crayons imitate hardwood floors on the interiors, enameled wood, and show the bathroom. You're going to help your daddy sell paint. Show gabled roofs and flat roofs—show, in short, anything you want to show."

The young lady grasped my idea at once. She began work on her cardboard houses and did remarkably well. They were splendid little models, for I told her to take her time in preparing them and to make them painstakingly. I promised her ten per cent. of all the business those houses brought me. This incentive spurred her on. Her creations would pass muster anywhere. Her colorings were, to be sure, somewhat crude, but it served to show what I was driving at.

The first model she finished was the four-room house, a one-storey affair, of which there were hundreds in our town. I then figured out what it would cost to paint this house outside. I will quote figures in this article, although they are not exact. They will, however, serve to demonstrate my point.

I grouped together all the supplies necessary for the exterior of this four-room house, and on them placed a single tag. The house was placed in the centre of the window on a pedestal. The grouped supplies stood in front of it. On the roof, in neatly printed letters, was this inscription:

THIS IS A FOUR-ROOM HOUSE.  
IF YOURS IS LIKE IT, YOU CAN  
PAINT IT (TWO COATS) FOR—

Then an index finger pointed downward to the grouped supplies, on which, prominently displayed, was a tag:

\$16.33

The supplies consisted of ten 1-gallon cans of the best ready-mixed paint, which I retailed at \$1.50 a gallon, and one 4-inch brush, retailing for \$1.50. This sum total would represent \$16.50, but I had lopped off one



Making model houses show effect and color, and price cards sell paint.



cent from each gallon of paint and two cents from the brush. Why? I'll tell you.

Even numbers on a price tag never appealed to me. I always felt when I looked at the \$1.50 price tag on a shirt that I could duplicate the shirt any place for the same amount. Had that same shirt, however, been tagged \$1.48, I would have considered purchasing it, believing I had struck a bargain—always providing, of course, the shirt was of a brand that I knew gave entire satisfaction. The \$1.48 on the tag aroused my curiosity—was it merely a \$1.50 shirt or was it a \$2 shirt. I stood good to save from two to fifty-two cents. There was that subtle invitation to save money that made me consider buying it.

I have found that there are many people who look for the odd pennies on price tags. Women always have been conceded to be the greatest bargain hunters in the world, but men, I have learned from experience, are equally as energetic in their search of bargains. Especially is this true of the house owner who has to buy his own paint and materials. Many of the house owners in my town never painted their houses before that year, for most of them had not had their houses a sufficient length of time to warrant investment in paint. My four-room cardboard house with its accompanying group of supplies was a revelation to many of them. They had no idea that their homes could be painted so cheaply.

I talked with a lot of them on this subject. I learned that the layman usually is under the impression that paint and paint brushes are so costly that they are almost prohibitive.

"What did you think it would cost to paint your four-room house?" I asked a number of them.

"Why," was the reply in most cases, "something between \$30 and \$50." And there wasn't one of them who had estimated the total cost of supplies alone at less than \$27.50! That shows what a campaign of education, conducted through a good-looking window display and a price tag, will accomplish.

I worked the same scheme for the five-room house when my daughter had finished it, and so on up to the ten-room house, simply adding two gallons of ready mixed paints for each additional room. It wasn't long after I had made the four-room demonstration and had quoted actual figures before men and women who owned their own houses came in and asked for figures on larger houses. This indicated to me that my window display and my unusual price tag attachment was bringing in the business.

There are a lot of paint dealers who wouldn't spoil the appearance of their windows by putting in a single kitchen chair or a rough deal table. But they perhaps would change their views if I showed them how one kitchen chair sold one thousand ten-cent tins of varnish in less than two weeks!

I placed the chair—a brightly varnished one—in the middle of the window. On it was a printed card, reading:

**A NEW FIFTY CENT CHAIR  
FOR—**

Right in front of it was a ten-cent tin of varnish, conspicuously tagged:

**NINE CENTS**

Then I put in two kitchen chairs, using the same card display, doubling the quantity of the varnish, and marking the tag:

**EIGHTEEN CENTS**

The deal table followed. The varnish for it cost the purchaser **NINE CENTS**.

When customers came in to buy the varnish they usually needed a brush. I had a neat pile of them on the counter, of the ten and fifteen-cent variety, and beside this pile I had a few seventy-five cent sash tools. I explained the difference between the cheap brushes and the sash tools, and sold quite a few of the sash tools, because many of my buyers, once they started in on the varnish game, bought more than enough for the kitchen chairs and tables.

I told them how to use the brush and how to preserve it over night, the cheaper brush in a small can of water and the black Chinese bristles in oil. I told them how to use the brushes in applying the materials. I gave them a free education which meant money to them.

Then I worked the models with the front missing and showing the house interiors. Again I bunched the materials necessary to do the work, putting up a fifty-cent quart of varnish for forty-nine cents, a two-dollar gallon can for \$1.98. This was the inside trim varnish. The seventy-five-cent quart of floor varnish was quoted at seventy-four cents, the \$2.50 for \$2.47, and so on.

Again I was surprised to learn that the average housewife has no conception whatever of what it costs to varnish a floor. Many of them had had single floors varnished and the painter had charged them from \$3.50 to \$5. I showed them how they could do it themselves for less than half that price. And by thus showing them after the price tag had drawn them into the store I sold many gallons of good floor varnish and varnish for interior trim.

The same idea was pressed into service on the new barn. It took from four to six gallons of \$1.48 barn paint to make barns look like new. One 4-inch brush at \$1.48 would do the work.

Thus in this cardboard house campaign I sold many dollars' worth of paint, brushes, enamel, calcimine, varnish, and what not. And my endeavor to make the price tags sell paints did not stop with the close of that season. I have inaugurated it every season since, varying the form and the prices. I always quote the best possible price without cutting deeply into the margins. I have made a lot of money through making the price tag work for me.—Hardware Age.

### CIRCULARS HELP INCREASE TRADE

M. Phillips, hardware dealer, at 686 Bloor Street West, Toronto, has doubled the capacity of his store to take care of his increased trade. He enlarged his store by knocking out the back end and extending the store floor space. Mr. Phillips believes in letting the people know, and as he is a strong pusher in his paint department, the following from a recent circular sent out by him will show one method he has used to develop his paint lines:

"You are going to paint, and you want to use the best paint—a paint that will cover the best, look the best, and wear the longest.

"It is war time just now, and while you must have the best, you do not want to pay too high a price.

"My store stands for the right price and the best quality in all kinds of hardware and house furnishings, but at this time we want to draw your attention particularly to our paints, which are manufactured in Canada by Canadian labor—guaranteed to give absolute satisfaction or money refunded.

"It will pay you to get a color card and prices before buying your season's paint.

"Whether you buy anything from me or not I will be glad to see you in my store and quote you prices."



# Making an Angle Boot

By A. F. MUELLER

THIS fitting in furnace work is used where the stack is close to the furnace and particularly when it is connected to a first floor register. Figs. 1 and 2 are the front and side elevations and the fitting is composed of three pieces, of which the two end pieces are developed by the parallel line method and the middle piece by triangulation.

Lay off the width of the narrow side of the stack, as at I, continuing the line A-1 indefinitely, for the backs of the pieces I and II are as a usual thing in line. Locate the throat, as at B, between the two upper pieces, and from this point draw the line B-p indefinitely at the required angle. Bisect the angle c-B-d in the usual manner as is shown in the drawing and draw the mitre line A-B. From some point on B-p draw a perpendicular equal in length to the diameter of the round end, as p-o. From o draw a line parallel with B-p, intersecting 1-A at 1, and from 1 draw a line parallel with o-p to B-p, as 1-7, which line will represent the mitre line between II and III. Bisect 1-7 and on a line drawn at right angles from 4 describe the profile of the round piece, and as the fitting is made of two similar right and left parts, space one-half of the profile into a number of equal spaces and project the points, at right angles to 1-7 in Fig. 2 to this line, 1-7.

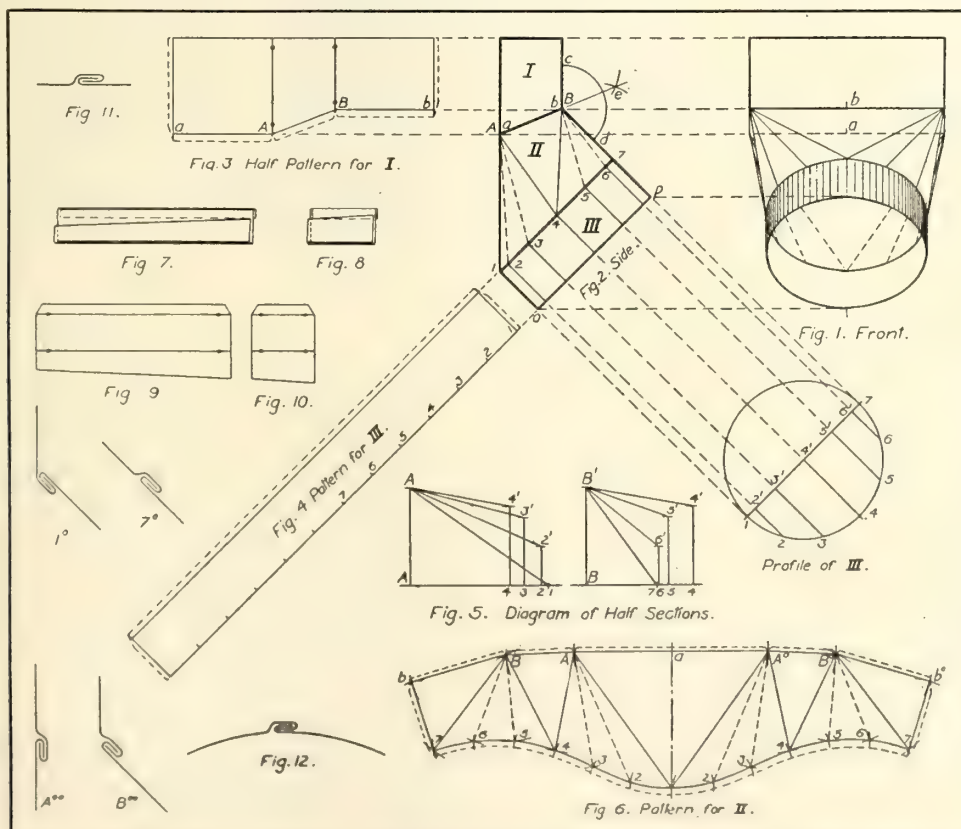
At right angles to III draw a line and place on it twice the numbered spaces in half of the profile for III, and from the two extreme points draw perpendiculars to intersect a continuation of the line 1-7, and the rectangle thus produced will be the net pattern for III, as in Fig. 4. On the ends add material for a

grooved seam, a section being shown in Fig. 12, and on the upper side material to make a seam, as shown at  $1^\circ$  and  $7^\circ$ .

On account of space, only half the pattern for the piece I has been developed as in Fig. 3. Lay off the half stretchout and to corresponding lines project the mitre points A, B, a, b. Connecting the points and adding material for a grooved seam on the ends, a section being shown in Fig. 11, and material to form the seams, as at  $A^\circ$  and  $B^\circ$  on the mitred edge, will complete the half pattern for I.

In Fig. 2 draw lines from the points 1 to 4, to A, and from points 4 to 7, to B; these lines are all fore-shortened and do not show their true lengths in this view. So a diagram of half sections is constructed, as in Fig. 5, to find true lengths. Place on any straight line, at A-1-4, the lengths of the lines drawn in II, measuring from A in Fig. 5 those lines terminating in A in II, and from B those lines terminating in B, and from the ends erect perpendiculars. Make each of these perpendiculars equal in length to the length of the half sections in the profile at III. As the line of perpendicular from 2 is made equal to 2-2' in the profile, the line from 3 equal to 3-3', etc., then lines connecting the ends of the perpendiculars will be the true lengths of lines of the same letter and numbers in II.

In Fig. 6 draw a line A-A' equal in length to the long sides of the stack, and either bisect this line and erect a perpendicular a-1 equal to a-1 in Fig. 2, to locate point 1, or from A and A' describe arcs whose radius is A'-1 in the diagram, to locate 1. From A and A' describe a series of arcs whose radii are the true lengths in the diagram ending in A'. From 1 and with the length of the spaces in the profile, step from arc to arc, as numbered, locating the points 2, 3, 4. From 4 and with the radius 4'-B' in Fig. 5, intersect arcs from A and A', whose radius is the length of the mitre line A-B, locating B and B'. From these two last points



Patterns for making an angle boot.



describe a series of arcs, with the true lengths that terminate in B' in the diagram as radii, and locate the points 5, 6 and 7 by stepping from arc to arc, beginning at 4, in the same manner as described above. From 7 and with the radius 7-b in Fig. 2, intersect an arc whose radius is half of the length of the long side of the stack, as A-a in Fig. 6, locating b and b°. Connecting the points and making the necessary allowances for seams and joints will complete the pattern for the piece II, as shown in full in Fig. 6.

In Figs. 7 and 8 are shown the seam or joint slips or cleats to make the connections between the boot and the stack. The front of the cleat is cut on a slant so that the stack will not enter the cleat on all the four sides at once, but after being started at the high point will gradually slip into place. One right and one left, as Fig. 7, and one left, as Fig. 8, are necessary for a set to make a joint. Figs. 9 and 10 are the patterns for Figs. 7 and 8.—Hardware Age.

## Profits in High Grade Furnace Work

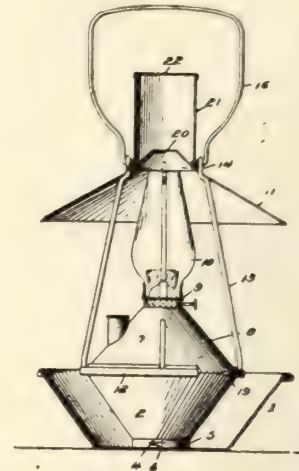
Profits may be increased by furnacemen who will devote more of their attention to high-grade furnace work, says a writer with a great deal of truth in Metal Worker. Those who have had experience and are best qualified should look after the high-grade houses in which the very best warm-air heating systems may be installed. I know of no better way in which confident and high-class furnacemen can help those who are less experienced than by showing by their work what can be done, and thereby avoiding competition with men of the undeveloped talent. Such course would avoid much trouble and would increase the amount of furnace business each year, without increasing competition, which everybody knows is sufficiently strong to enable those who have orders to give for work to buy at a lower rate than is for the good of the trade or themselves.

I would recommend high-class men to take up combination hot-water and warm-air heating. Too often the furnaceman, especially in the larger cities, devotes his entire time and attention to competitive hot-air work and neglects the opportunity to build up the demand for high-grade warm-air heating by installing more of such plants. This is unfortunate because the increased work which may be developed can be found in the field for the best class of furnace heating systems in the homes of men who can afford to pay for their work being done right and who will listen to an argument when it carries with it a few dollars extra expense. It is in such buildings that it is a simple matter to install a water heater in the combustion chamber of the furnace and which will not seriously interfere with the construction or the other heating work to be done by the furnace, but which will materially aid in maintaining a comfortable temperature in some exposed portion of the building. Some judgment is required, but the better class of furnaceman has this judgment and can use it to advantage in his combination work.

To any thoroughly experienced and capable furnaceman who is suffering from too strong competition in his immediate vicinity, I would make the recommendation that he devote more attention to high-grade furnace heating and the utilization of the combination system to secure the class of trade which cannot be reached by the ordinary competitor.

## DEVICE FOR DESTROYING INSECTS.

James P. Young, of Hackleburg, Alabama, has invented and patented a device for destroying insects which fly at night. Combined in the device are a base pan, a lamp therein comprising a lower body, and an upper shade of truncated conical form and provided with a central opening, rods extending upwardly from the body and through the shade, the rods being offset below the shade to support the same, and coiled thereabove to form ball receiving eyes. A cylindrical cage



is loosely disposed upon the shade with its lower open end surrounding the shade opening and confined between the rod eyes to prevent lateral displacement thereof, and having a screen covering its upper open end.—American Artisan.

## P. E. I. MERCHANTS ORGANIZING.

The Retail Merchants' Association is now organizing Prince Edward Island, J. C. Doyle being in charge of organization work. At a recent meeting of merchants

Owner	Date.
Address	Promised for
Work at	
State what is needed to put in shape	
No. of Furnace	, made by
Time examining	
Ordered by	Date.

Order form for furnace repairs used by A. Welch & Son, Toronto.

of Charlottetown, a local branch was formed with the following officers:

President: S. A. McDonald.

1st vice-president: H. Jenkins.

2nd vice-president: Wm. Pearden.

Treasurer: C. H. Black.

It is often necessary to bend copper tubing, and much difficulty is experienced in doing so without its flattening at the bend. By filling the tube with small wires, preferably of iron or steel, and bending carefully, ordinary turns may be made without trouble.



# COLONEL W. M. GARTSHORE: His Qualities as a Manufacturer and His Characteristics as a Man : By W. L. EDMONDS

**T**HERE are comets in the business world as well as comets in our solar system. True, text books on astronomy give us no such indication. Even dictionaries have no definition for such comets. But they exist just the same, although in ordinary nomenclature they are not known as comets.

In ordinary parlance they are known as men who suddenly appear in the business world, throw out a lot of fireworks, fluster and bluster around, promise to consume present-day business methods and create new ones such as the mind of man has never hitherto conceived. They often attract passing attention, because they are unique. But they seldom create interest, particularly of the profound type. Then suddenly some day we discover that they have disappeared from the business firmament, leaving nothing but a memory, and that not a pleasant one.

To call such men "comets" may not be strictly accurate. For comets don't promise anything. They are satisfied to show their luminous tail and pass on. But poets have no right to monopolize the liberty of taking license with similes and language.

There are other men in the business world who are like the sun, if I may be permitted to use another simile. These are the men who make their daily round throwing off no fireworks, making no blustering noise. They just warm up their business, making it blossom and produce.

Up in London, Ont.—once known as "London in the bush," in order that it might not be mistaken for the capital of the Empire—is just such a man. He is vice-president of the McClary Manufacturing Company, Ltd., and his name is Col. W. M. Gartshore.

## Manufacturing for Over Forty Years

As the Colonel appears to be so much younger than he is it would be a pity to give the year of his birth. There can be no harm, however, in saying that his place of birth was Dundas, where so many successful manufacturers first saw the light of day. Neither can there be any harm in saying that he has been interested in manufacturing industries for some forty-two years, for it is only by that means that one can adequately get an idea as to the length of the period he has been in business life. And every successful man is proud of the years which have crowned his business life. The longer they are the better he likes to boast about them. There was an old gentleman in England a few years ago who was as proud as Punch of the fact that he had been in business over seventy years and was still on deck. For that matter we need not go outside the company with which Col. Gartshore is connected for a man who can justly boast of a period of unusually great length in the business world. I have

reference to the venerable president, Mr. John McClary, who established the business no less than 64 years ago and is still to be found at his office every lawful day in the week.

## Two Great Events in the Colonel's Life

Following his birth, Col. Gartshore's most eventful year in his life was 1876. Two great events happened that year. One was his marriage to the daughter of Mr. John McClary. The other was his entry into the firm of the McClary Manufacturing Company, of which he has been vice-president and general manager since 1890. For three years prior to his entering the employ of the McClary Manufacturing Company Col. Gartshore was with the London Car Wheel Company.

The Colonel is essentially a business man. Whether born or bred so matters not. The important point is that he is what he is. And the proof of it is the extent and ramifications of the McClary Manufacturing Company, Limited, which, besides its factories at London, with their fifteen hundred employes, has eight branches and two sub-branches located at the same number of commercial centres in Canada, beginning at St. John, N.B., and ending at Vancouver, B.C.

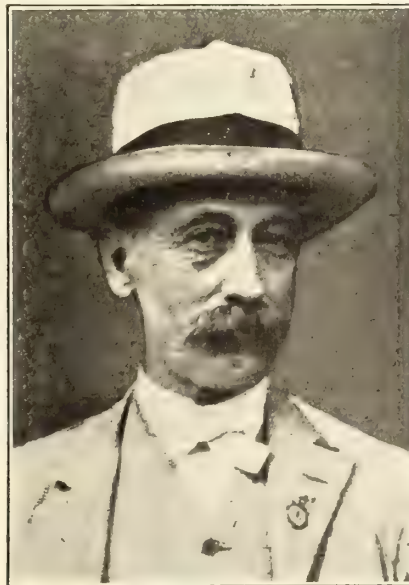
## Organization His Strong Fort

Col. Gartshore's strong fort is organization. He knows how to develop a staff and he knows how to keep it. There are many men who realize that it is a good thing to get bright young juniors into their employ and train them up for responsible positions, but they do not know how to do it because they neither know how to select men nor how to train good ones when perchance they get them. Colonel Gartshore is, however, a past master at the job.

Possibly he got an insight into the secret when in his early days he was employed in making patterns for moulding shops. At any rate, there is no doubt about his ability to "pattern" men.

Reference to the men who are to-day managers of the respective branches of the company is alone sufficient to prove this. As already pointed out, there are eight of those branches. And it is the somewhat extraordinary fact that seven out of these eight are managed by men who were taken into the employ of the company and trained up for the responsible positions which they now hold. And the positions are responsible, for when once promoted to the management of a branch of the company's business, the appointee has got to paddle his own canoe.

Colonel Gartshore may make an occasional suggestion, either verbally when he visits a branch or in writing when he is at home, but there is no dictating that this or that must be done or this or that not done. A manager is practically left to himself. If he makes



A snapshot of Col. W. M. GARTSHORE



good, all right; if he doesn't, then he'll have to take a subordinate position. But the general manager seldom makes a mistake in the selection of men for any position of responsibility.

### Encouragement to Initiative

The whole policy of the company is to encourage initiative on the part of branch managers and employees generally. If a mistake is made a suggestion for future guidance may be offered; but there is no bullying or fault-finding. And while bouquets may not be handed out when initiative efforts meet with success, indications of the company's approval are not wanting. Consequently, there is encouragement for further effort. And the concomitant of encouragement is enthusiasm.

### Knows When Work is Well Done

Some general managers may not be able to appreciate work that is well done, because they do not know whether or not it is well done. Colonel Gartshore is no tyro in this respect. He knows "what is what" in all the ramifications of his extensive business. And he doesn't load himself down with detail. Unlike many a stickler for thoroughness, he doesn't attempt to perform the duties appertaining to subordinates as well as those appertaining to the general manager. He does the thinking; others have got to do the work assigned them.

The man who thinks and meditates much, and particularly systematically, is a man of ideas. And although Col. Gartshore is a man of decided ideas he does not, either in his vocation or his avocation, force those with whom he is brought into contact to swallow them. If, in his own business, or in any other interests with which he is connected, others have ideas to advance or ventilate he will give them calm and careful consideration and adopt them without any hesitation should he be persuaded that they are superior to his own.

### A Humanitarian

While Col. Gartshore possesses a keen judgment of human nature he has also a keen sense of his duty toward humanity. In other words, he has a sympathy for humanity which is manifested strongly in more than one direction. All movements for the betterment of his employees find in him a warm supporter.

To his warm sympathy and support is largely due the excellent system of welfare work which is carried on in the factory of the McClary Manufacturing Company, under the superintendency of a trained nurse. And for the healthy and prosperous condition of the benefit society a like cause may be attributed.

When sickness, accident, or death befalls an employee or member of an employee's family the general manager is not slow to respond with his sympathy, and often, it is said, does he open his private purse to relieve necessities.

But not only does his sympathy go out to his own employees. The municipal hospital in London demands a large share of his attention and munificence. And the citizens of that city have recognized this by regularly electing him to the trustee board during a number of years. For some years he has been chairman of the board.

"If," remarked a friend of his to me, "you want to see Col. Gartshore on Sunday, in the early morning you

will find him under the charge of his grandchildren; if you want him after eleven o'clock you will find him at church; and if you want him in the afternoon you will find him at the hospital among the patients, with each of whose case he seems to have formed an acquaintance."

### The Colonel's Military Career

Another of his avocations is the militia. During the Northwest Rebellion of 1885 he was at the front with the Seventh Fusiliers. In 1892 he became colonel of the First Regiment of Hussars, which organization he brought to a high state of efficiency. And although he is now on the retired list, his interest in all movements for the betterment of the local militia is still as active as ever. His first active connection with militia affairs dates back to 1874, a period of 41 years.

While sports are not numbered among his pastimes, yet when the annual picnic of his employees is held he is always to be found on hand, and not merely as an idle spectator either. To umpire a game of baseball between contending teams of the factory seems to give him especial delight.

### A Good Companion

Although of a quiet and retiring disposition, when among a gathering of his fellow men he enters with zest into whatever is on the program. On the trips which the members of the Canadian Manufacturers' Association have taken to the Pacific Coast and that to Great Britain ten years ago he entered into all the frivolities with the abandon of a youth.

At a banquet he can seldom escape being called upon to respond to a toast. He never says much and never attempts oratory. But he is apt, and a vein of dry humor always runs through his remarks. A few months ago, at the "smoker" which was held in connection with the convention of the Ontario Retail Hardware & Stove Dealers' Association, at Toronto, he was called on for an impromptu speech. During the course of his remarks someone interjected:

"Are you going to the war, Colonel?"

"I am afraid my years might prove a handicap, young and all as I feel," he replied as quick as a flash. "But let me tell you this: If you'll get up a regiment of hardware dealers I'll lead it to the front and to victory."

### His Place in the C. M. A.

In the affairs of the Canadian Manufacturers' Association he has for many years taken a keen interest. In 1908 he was vice-president for the Province of Ontario. Last year he was elected second vice-president. At the convention which opens on June 8 in Toronto he will, in the natural order of events, be elevated to the first vice-presidency, and in 1916 the presidency will be his if he chooses to accept it.

The merchant who stands aloof and refuses to co-operate with his fellow merchants in improving the conditions of the business in which he is engaged, is placing a handicap upon himself. The broad-minded man sees the advantage to him of securing the benefit of the advice and the experience of others, and he in turn is willing to pass along his own experiences for the good of the cause.



# Information and Figures Regarding Motor Car Delivery

*Some advantages of motor car delivery and experiences of dealers who have tried it out — Need of good driver and of keeping car in proper condition.*

Did you ever consider the great advertising value of a motor delivery car? Nothing has made a more striking impression on dealers who have gone in for one than the way their trade has increased, simply because the car brought their name before people who had never known it or paid any attention to it before.

One popular form of car, which would cost anything from \$700 to \$2,000, is a four-wheeled dual body car, which is in reality two cars in one, since by a very simple arrangement the light delivery body might be replaced by a smart, up-to-date four-seater ready and suitable for touring purposes.

## Three-wheeled Light Car Used by Toronto Firm.

Some dealers may consider the initial cost of such a car would cripple their finances. What do they think of the smaller type of three-wheeler which a Toronto concern has had in use for eighteen months. Its original cost was \$500, and it is built to carry a load of 500 lbs. A gallon of gasoline will drive it 27 to 30 miles, which is less cost than a cent a mile. The firm say they have found it very serviceable for long-distance work, and some of the car's daily journeys have reached as much as 75 and 80 miles. It is calculated the car has covered 20,000 miles in its eighteen months on all conditions of Canadian roads, an average of over forty miles a day. The first tires have just worn out and are being replaced. A car of this description can be driven by a boy, if one can be found who will drive according to instructions, and a competent chauffeur be handy to give advice and keep an eye on the car generally. It is the experience of this Toronto company that, barring accidents, such a car need not be out of commission for a day if the driver knows and does his duty and keeps his car clean.

## Guard Against Off Days.

The ability to keep a motor car running with a minimum of off-days will greatly contribute to its efficiency. Some dealers keep two cars, which they use on alternate days, keeping one always at home for an emergency. Where only one car is kept, failure to keep it in good condition may necessitate the dealer keeping as many horses as before, and it is evident that in such circumstances a truck will hardly pay. But these conditions need never arise if you take proper care of your car and keep in touch with the makers of it, whether it be a tri-wheeler, costing a cent a mile for gasoline, or a dual car, averaging 2 cents a mile in gasoline costs.

## A Case of High Cost of Operating.

The use of motor truck transport is constantly on the increase, which is the best token of its suitability and success. At the same time, some dealers have not found it profitable. The editor has recently had one such instance brought to his notice. After having a \$1,500 motor van for 18 months, the owner has discarded it. Before he bought the truck he kept two horse rigs, the initial outlay on which was \$600. The upkeep of the two horses costs \$7 a week, and drivers' wages \$20. He secured a driver for his car at a wage of \$15, and soon found the car was able to do the work

of both horse rigs. But then it began to get out of order. He found he had to keep his horse rigs for emergencies. He calculates that in 18 months the car was off duty one month. The average daily journey was fifty miles. This should have required no more than \$1 worth of gasoline, but he found \$1.25 worth required. And when three sets of tires wore out in the 18 months, he decided to sell. The case is worth investigation.

## Caused by Allowing Car to Get Out of Condition.

In the first place, the owner was quite satisfied with the auto truck when it was working. In fact, he says if he had been able to keep another for emergencies he would have been all right. His difficulties lay in breakdowns, excessive supply of gasoline needed, and too rapid deterioration of tires. But all these things depend on the driving of the car, and should not occur if the salesman who sells the truck gives proper instructions with it, and these instructions are obeyed. The owner of a horse rig knows about horses and sees his horse doesn't get out of condition. When he becomes the owner of an auto, he should get the salesman to instruct him in all details of the care of it, so he'll be able to keep his car in condition. The salesman should instruct him how to handle the truck on smooth paved streets, on badly paved streets, on unpaved streets, and on country roads. He should show him how to start and stop so as to conserve the engine, the transmission, and the tires. He should teach the driver to run at a safe speed and show him by example just what is meant by a safe speed. He should give the driver instructions about cleaning, oiling, and making minor adjustments. He should explain the mechanism of the car in sufficient detail so that if a carburetor is flooded, or a timer get out of adjustment, or a battery give out, or a wire become broken, or the oiler refuse to do its work, he can locate and adjust such matters without running the car into a garage and incurring a large bill for repairs.

If a car is driven the right way, kept clean, and not overloaded, it should not burn too much gasoline, should not break down, and the tires should not wear out too quickly.

## PITHY POINTS FOR DEALERS.

Over in the Buckeye State there resides a glass man who is noted for his sage observations. Here are some of them:

Lazy men are just as useless as dead ones, and take up more room.

Don't worry—to-day is the to-morrow you worried about yesterday.

Thoroughness plus ginger equals success.

Mother—Johnny, stop using such dreadful language.

Johnny—Well, mother, Shakespeare uses it.

Mother—Then don't play with him; he's no fit companion for you.



### GROWING AUTO ACCESSORY BUSINESS.

With the registration of automobiles in the Province of Ontario alone being surpassed by the registration of only four countries, namely, Great Britain, United States, France, and Germany, the position of the accessory business in Canada will be realized. Also the motor car companies report large sales, which are constantly increasing the number of cars now owned.

#### Dealer Must "Get After" Business

The owner is constantly adding to the equipment of his car and the dealer who has a good stock on hand ready for the summer trade will reap the profits if he realizes the opportunity for business. Window displays, advertisements in the local papers, following up probable customers with circular matter, etc., are necessary to attract the business.

In connection with window displays, certain manufacturers of accessories have display stands which show off these to advantage.

A scheme followed by several Canadian dealers is to issue a catalogue, giving information on the lines carried, and placing it in the hands of each automobile owner in the district. Others have prepared circulars, giving views of beautiful spots in the vicinity, these being widely distributed. Not only are the accessories advertised on these circulars, but also the general garage service.

The accessory business has been characterized in the U. S. as one of the "giants of industry." With the growing number of automobiles in Canada, the same name may soon be applied here also, not only from the

It consists essentially of a foot lever and connecting rods and chain, a pulley and starter ratchet.

The foot lever is brought up through the floor of the car beside the other foot levers. The lever is attached by a connecting rod to a chain which passes around a



Attractively trimmed window of the New York salesroom of the H. W. Johns-Manville Co.

pulley and engages the starter ratchet. The motor is spun by a quick steady push on the foot lever.

When foot lever is not in use it is locked firmly to the dashboard and is released by pressing on a trigger on the top of the lever.

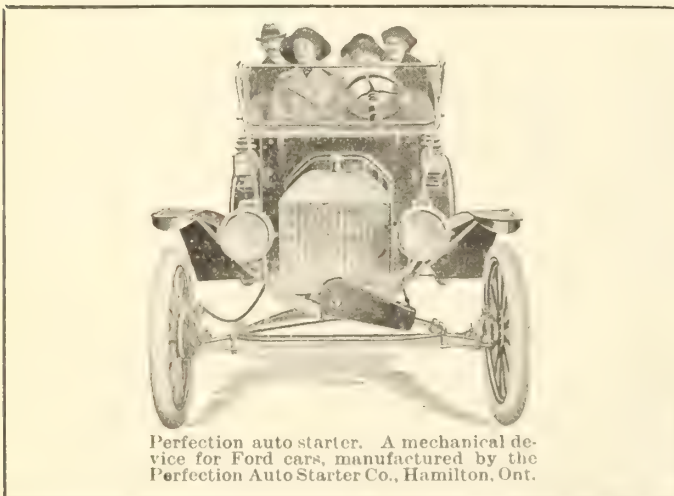
With each starter is included a device by means of which priming may be done from the seat. A small pulley is attached to the front arm holding the manifold. One end of a piece of wire is attached to the arm on the carburetor and the other run through the pulley and through a 1/8-in. hole in the dashboard about on a level with the top of the coil box. This eliminates the use of the priming wire already on the car which runs to the front of the radiator, and has to be operated from the outside of the car. It is not necessary to remove the radiator from the car to install the Perfection starter.

The starter is manufactured by the Perfection Auto Starter Co., 34 Sydney Street, Hamilton, Ont.

### DISPLAY OF SCREEN DOORS AND HAMMOCKS IN BRANDON STORE.

The Brandon Hardware Co., of Brandon, Man., has quite a good way of displaying screen doors in the interior of the store. Sample doors are hung by hinges on to a pillar at one side of the stairs leading to the office floor. Eight or nine are shown with different sizes of each with prices on each sample. This plan allows them to be shown to advantage and yet does not take up much room.

Hammocks are displayed to the rear and so placed that a customer inspecting a sample has it between him and the light. He can see the construction better and it has the advantage of causing a customer to purchase better quality stock.



Perfection auto starter. A mechanical device for Ford cars, manufactured by the Perfection Auto Starter Co., Hamilton, Ont.

manufacturers' viewpoint, but from the dealers' as well. In view of this assured growth, the dealer should have his business well organized and systematized to take care of the development.

### PERFECTION AUTO STARTER.

The illustration shows a Ford car equipped with a Perfection Auto Starter, which is a simple but effective mechanical device for Ford cars which enables the driver to start the motor by means of a foot lever, without leaving his seat.



## The Making of Table Knives

The process of making table knives is similar to that of spring knives, though the workmen employed are entirely different. The trade comprises three branches of men, forgers, grinders, and cutlers, as in spring knives. The men in one line of the cutlery trade never work at any other of the sections, i.e., spring knife men in any of the branches do not work at the table knives, razors, or scissors in the same branch, that is to say, a blade forger in the spring knife section does not make table blades, razors, scissors. The better table knives are made from shear steel and are hand-forged. This is too expensive for the greater part of the trade, so cast steel is used and forged with machines called goff hammers; cheaper blades still are filed out of sheet steel.

The table knife requires a different edge from a pocket knife, which has a smooth edge, but for cutting soft substances, such as meat, a thin, rough edge is wanted. This is only obtained in perfection from shear steel, and though cast steel may answer fairly well for table knives, it is not satisfactory for carvers. Shear steel is made by welding together several lengths of blister steel, i.e., iron simply converted into steel. When these come from the converting furnace they are cut into short lengths—about three and one-half feet long and about three and one-half inches wide, by one and one-half inches thick. Six of these are put together in a clamp at one end. The other end, heated, is worked into a bar under a steam hammer. The ends are reversed, and the same is done with the other end, until the whole is reduced by hammering to a bar about one and one-half inches by one inch. This is called single shear; for double shear, the same bar is bent over, bringing the two ends together, and put through the same process of hammering again. The bars are then rolled to the sizes required for forging. The forgers work double-handed, one called the striker, the other the maker. They stand opposite each other, hammering at the same blade at the same time, striking alternately, the maker holding the blade with one hand and using a hammer in the other; the striker using a two-handed hammer. When the maker is finishing each blade (smithing it), the striker will be hardening and tempering.

In hand-forged blades, the cutting part of the blade only is made of steel; the tang (that part which goes in the handle), and the bolster (the thick part of the blade where it joins the handle) are of iron, which is welded on to the steel by the forgers in process of making. The blades first being mooded (rough forged), iron for tang and bolster welded on, tanged, smithed, hardened, and tempered, the table knife grinder grinds and finishes the blades right out before they are set in the haft by the cutlers. They are afterwards buffed again to remove scratches, and whetted on a dry, fine sandstone. In a cheaper but less effective way, this whetting is done on dry grindstones.

Razors are made of cast steel of fine and hard quality, but not as tough as that used for spring knives, as they are required to stand no bending strain. They are mostly hand-forged, but many are now stamped in dies under power hammers, which process is found more satisfactory for razors required to be hollow-ground, as they can be stamped hollow; but for first sides, of which large quantities are made, the hand-forging is more effective. The grinding of razors is done in the same manner as spring knives, the blade being finished, glazed, or polished, and etched, if so re-

quired, before the fitter, called the setter-in, puts them in shafts. The hollow-grinding of razors is quite a fine art. Until a few years ago, this was done on stones of various sizes down to some of not more than one-half inch in diameter. Emery wheels are now almost universally used for this purpose. Quite a variety of patent machines are now used for hollow-grinding. Razors are whetted on finer and harder stones than spring knives, and afterwards stropped, wiped, and done up in cases ready for use.

The best scissors are hand-forged, but good ones are also made from blanks filed out of sheets of cast steel and stamped in dies. This is becoming the general process, and, provided the material is good, the result gives all that is required. In large sizes of scissors, only the cutting edge is made of steel, which is welded on to iron; these are called "shot scissors." In common and cheaper qualities, the blanks are cast, i.e., the metal is run into moulds. The other processes of grinding, finishing, and fitting scissors are somewhat similar to those described for knives.

The four trades described constitute what is technically included under the term of cutlery, but there are certain sidelines to some of them which also come under that heading, for instance, some spring knife manufacturers will also make tea pruners, farriers' knives, and some kinds of surgical knives; in other instances, each of these may be carried on as separate trades, but all will be included under the description of cutlery.

One of the largest makers of cutlery is the firm of George Wostenholm & Son, Ltd., who in their Washington works, at Sheffield, England, use the following method of manufacturing I. X. L. carvers, one of their big lines, and typical of the work generally.

The blades are forged by hand from the finest double shear steel, which is first rolled into rods. Double shear steel is costly to produce, but for table cutlery it has been found to be far superior to all others. It is produced from refined Swedish iron, converted into steel in Sheffield by the Siemens-Martin process.

The usual size of the bars is 3 in. x 5/8 in. These converted bars, called "blister steel," are then melted down and welded together into "faggots" about 3 1/2 in. square. This is called single shear steel. The faggot is then cut in the middle and bent over and re-welded. It is produced as follows from refined Swedish iron, rolled into strings of the usual cutlery sizes. By these repeated weldings, the steel gives to the knife a rough, almost saw-like edge, which is clearly seen under a microscope. This edge would be altogether unsuitable for a razor, but is exactly what is required for carving.

The blades are forged by two men, the "maker" and the striker, who work together in a manner similar to blacksmiths. The first rough forging is called the "mood" (probably a corruption of mould). The rod of steel is heated in a coke fire, great care being taken not to overheat or burn it, which would entirely destroy the capacity of its primitive iron. When formed on the anvil by repeated blows, it is chopped off and laid aside. The eyes of the workmen become so trained that without using a gauge they will make every blade the same length and thickness.

The next process is called "smithing." The blade is again heated and hammered all over, especially down the edge. It is now ready for hardening, which is done by raising the blade to a red heat, and plunging it suddenly into cold water. The steel is now of a grey color, and is intensely hard and brittle, so hard that a wrench would break it. In this condition it would be



useless. It is, therefore, "tempered"; this is done by holding it over a flame until the color changes from grey to pale yellow and then to blue, in which condition it combines the hardness and toughness required for use. If the heat is applied too long, the color deepens, and it is said to be let down too low. In use it would then be "soft," and would not keep an edge.

It is now passed to the grinder, who on a quickly revolving grindstone about 5 ft. in diameter, running in water, thins and shapes it. Next, it is finished on a leather-covered wheel dressed with emery, called a glazer. There are several stages of finishing—rough glazing, fine glazing and buffing. The bevel on the back is called the swage, and is cut in on a grindstone. The name in this instance is etched in with acid by an interesting process, which would take too long to clearly explain.

Carvers are hafted in many materials, deer horn, buffalo horn, ivory and celluloid, the most usual probably being deer horn. The horn most generally used is that of the axis or spotted Indian deer. These animals run wild in India, and shed their horns annually. They are picked up by the natives and despatched to London to be disposed of at the quarterly sales. The cutler works the horn into a suitable shape for a handle and dyes it with a preparation of logwood. The blade is cemented into the handle and the cap secured to the end to conceal the pith in the centre.

The exact date of the commencement of the Wostenholm business is not known. George Wostenholm, the younger, who made the reputation of the firm, was born in 1800. His father was a manufacturer of cutlery, but commenced business as a fork manufacturer only. About 1825 he took his son George into partnership, which was the commencement of the firm of George Wostenholm & Son. Wostenholm senior died in 1840, and his son carried on the business alone until 1875, when, owing to failing health, he converted the firm into a limited liability company, with himself its first chairman. George Wostenholm died in 1876 and Bernard Wake succeeded him as chairman. In 1890 Bernard Wake died and was succeeded as chairman by his brother, William Wake.

In olden times the cutlery trade in Sheffield was carried on by the master cutlers making a stock of goods and then taking them to London in wagons drawn by bullocks. It was somewhere between the years 1840 and 1850 that the younger Wostenholm had a larger stock of knives than he could sell in London. The requirements of the United States' market for manufactured goods was just beginning to be felt, so George Wostenholm took his surplus stock over to New York and there sold it by auction. The goods were so appreciated that he was never afterwards able to meet the demand for that market until the days of high protection and the development of the manufacture of cutlery in that country.

Up to the time of his death the late George Wostenholm never cared to apply himself to any other market than the United States, though orders were occasionally executed for other places, and the name was not unknown in many other parts of the world. After the formation of the company the management laid themselves out to extend the business in other markets, and have now an extensive and growing connection in almost all parts where good knives are sold. Besides the old established agency in New York they have resident agents in Canada, Australia, New Zealand, South Africa, as also representatives going annually to India, China, and Japan, besides trading arrangements with various merchant houses for the sale of their goods in

Mexico, South America and Russia, in all of which countries they are doing a steadily developing business.

The factory, "Washington Works," is situated in Wellington Street, Sheffield, and covers an area of three acres. It was bought by the late George Wostenholm in 1850 when he removed from the old Rockingham Works. The Washington works have since been considerably enlarged, and the directors of the present time are exercised with the necessity of further extensions, as more room is urgently wanted to meet the increased demand for the company's goods, present conveniences being quite unequal to their requirements.

The late George Wostenholm's business was confined almost entirely to pocket cutlery and razors, but under the limited liability company the productions include every description of cutlery, to which all kinds of plated table cutlery have recently been added. At the present time the firm finds employment for about 800 hands. When exhibiting, the firm has always gained the highest possible awards at all the great international exhibitions, from the first in London in 1851 to that in Paris in 1900, where they were awarded the Grand Prix, and have the distinction of being the only firm of English manufacturers who have received this award for cutlery.

## A "Booth Week" Conducted by Regina Store

**A** YEAR ago when an editorial representative of this journal visited Regina, R. H. Williams & Sons, Ltd.—The Glasgow House—were conducting a "Booth Week." Thirty-seven booths were erected throughout the store, and the windows were also decorated to represent booths. This was backed up by liberal advertising in the local papers, offerings being listed under a booth number. Each booth was topped by a pennant, with a number corresponding with booth numbers in advertisements.

### Could be Carried Out on Smaller Scale

The Williams store is a large one, but there are a good many smaller stores that could use the idea on a reduced scale to advantage. C. W. Hansford, the advertising manager, explained to the writer at the time that the idea of "Booth Week" was to create interest at a time when trade is somewhat inclined to lag. To be successful in merchandising in these days, it is necessary to be constantly inaugurating new methods of interesting customers and inducing sales. This proved a good means of doing so.

### Proved a Success

Mr. Hansford, in commenting on the plan, said: "The sale proved most successful, and huge crowds gathered each day. Each booth had a "special" on all of the days, and these were displayed and ticketed. The windows were changed each day to create fresh interest.

"On the first day of the sale tea and cake were served in the afternoon, free of charge, to all visitors. Our delivery rigs displayed 'Booth Week' cards, while good publicity was given by means of the local papers.

"The feature took well, because we did not call it a 'sale.' In this week good prices were obtained, and prices did not have to be slaughtered as people expect when a 'sale' is put on."



## Canadian Trade News

J. S. Hall, hardware dealer, Toronto, is dead.  
George Brousseau, hardwareman, Quebec, is dead.  
Frank Epp, hardware dealer, at Aberdeen, Sask., is dead.

W. H. Harrison, hardware dealer, Brockville, Ont., is dead.

The hardware stock of Belair Lambert, Montreal, has been sold.

Thos. A. Sheppard, of M. Sheppard & Son, tinsmiths, Dundas, Ont., is dead.

Fire damaged Dimock & Armstrong's hardware stock at Windsor, N.S., recently.

The Canadian Cartridge Co., Ltd., have increased their capital from \$100,000 to \$150,000.

The Kingston Whig recently put out a special "Swat the Fly" edition, carrying the advertisements of hardware and other dealers who had anything in their stocks to get rid of the pest. It was a good idea, well conceived, and splendidly carried out.

## News From Western Canada

A. T. Riley, hardware dealer at Langham, Sask., has added farm implements.

A. H. Jackson's hardware store, at Scotsguard, Sask., was damaged by fire recently.

G. L. McCandless' hardware store, at Okotoks, Alta., was damaged by a flood of water recently.

The stock and fixtures in the John Watson Co.'s hardware store, at St. James, Man., was damaged by fire recently.

The Canadian Credit Men's Assn., at their recent Winnipeg convention, advocated a general shortening of credit terms.

Johnston & Salsbury, Ltd., have succeeded Johnston & Salsbury, and have moved from 45 to 50 Hastings St. East, Vancouver, B.C.

### PAINT NOTES

The Jasper Paint Co., Edmonton, Alta., has opened for business.

The Montreal Paint & Glass Co., Ltd., has changed its name to C. A. Sharpe, Ltd.

C. B. Jennings, credit manager of the Imperial Varnish & Color Co., Ltd., Toronto, was one of the victims of the recent disastrous radial car accident at Queens-ton, Ont.

Berry Brothers have erected over one of the downtown stores in San Francisco an illuminated electric sign said to be the largest in the world. It has over 75,000 connections.

A U. S. exchange states that a Vermont druggist sent the editor the photo of a paint window display which "brought twelve house-painting jobs." What were the hardwaremen in the town doing?

In line with the policy of offering an incentive to their salesmen for special selling effort, Pratt & Lambert, Inc., Buffalo and Bridgeburg, have followed their

European trip competition of 1914 with a competition which entitled the seven winners and their wives to a trip to the Panama-Pacific Exposition and return, expenses paid. The competition was open for the best records from January 1st to June 20th.

## BUSINESS CHANGES

### Alberta

Millet—Morris & Taylor, hardware, commenced.

Champion—U. St. Peters, hardware, commenced.

Calgary—Halpenny Hardware Co., sold to T. J. Lancaster.

Castor—Ilsey Bros., hardware, sold to J. H. Duckworth.

### Saskatchewan

Wawota—J. A. Wilson, hardware, commenced.

Canora—Woods & Robertson, hardware, sold to Darraeh Bros.

Melfort—The Smart Hardware & Contracting Co., Ltd., incorporated.

Glenavon—A. W. Evans & Co., hardware, closed branches at Lovat Station, Kendal Station, and Candia Station.

### Manitoba

Elphinstone—L. G. P. Lauder, hardware, succeeded by F. S. Millard.

Wawanessa—L. R. Cotton, hardware, succeeded by Cotton & Loonen.

### Ontario

Toronto—J. W. Davenport, hardware, sold to H. & S. Smyth Co.

Port Arthur—Phillips & Brennagh, tinsmiths, retiring from business.

Port Arthur—J. Barnes & Co., plumbers, opened branch at Ft. William.

### Quebec

Granby—Menard & Ferland, tinsmiths, registered.

Montreal—E. D. Colletet & Co., hardware, registered.

Montreal—Mrs. M. E. Martineau, hardware, registered.

Pointe aux Trembles—Archambault & Lachapelle, hardware, registered.

### DISSTON SAW WORKS AWARDED 12 PRIZES

The Philadelphia Record recently published this: A notable tribute to manufacturing superiority was the award of first prize in 12 classes made by the Panama-Pacific Exposition to the exhibit of Henry Disston & Sons, saw and toolmakers, of Philadelphia. The Disston firm exhibited in 12 of the many classes of saws and tools and won on every one. In not a single branch of the manufactures were they excelled, although firms all over the United States competed. The Disston exhibit at the fair, located in the Palace of Manufactures, is one of the chief features of the immense hall. Instead of being merely a showing of various kinds of tools in cases, it consists of a huge platform, the base of which is a horizontal circular saw, which revolves slowly, so that the exhibit erected upon it is continually moving before the eyes of the spectator. Upon the huge saw stand four immense keystones, on the surface of which are attached all kinds of saws. Above it is a geographer's globe of leaded glass, surmounted by an eagle. The globe revolves in the opposite direction from the rest of the exhibit.



## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

**The Peck, Stow & Wilcox Co., Southington, Conn.,** have brought out a new square, which is one of the most convenient and efficient looking devices that have yet been produced. When the tongue slides into the grooved portion of the square it is thrown forcibly against the shoulder by a button which works on a cam. This not only means that the square is always perfectly rigid and true, but that the graduation is also absolutely accurate when the parts are locked together for use. It is also impossible to separate or unlock the square unintentionally while using it. Accuracy is further secured by the unusually careful machining of the joints to a perfect fit.

It is also a very convenient tool, as well as being strong and reliable, inasmuch as it needs no specially made key for unlocking it. The button is constructed with a slot so that the owner can use a coin or any other piece of metal that will fit into it. All the edges of the square are perfectly straight and there are no protruding parts, so that when assembled it is as rigid and accurate as a solid square. This square is made in all the usual numbers and finishes, including those which show rafter framing tables.

**The Delta Electric Co., Marion, Ind.,** have just brought out a new electric lantern, which operates on two ordinary dry batteries. It is claimed by the company that the new lantern will replace the oil lantern in service and durability. This claim is made on the basis that the lantern is made to throw a light through half a sphere, and that its rugged construction will permit of its being used in every place an oil lantern is used.

The following specifications have been given: Case is constructed out of heavy cold-rolled sheet steel, formed and ribbed in a manner to give great strength with a minimum weight. Base is flanged in the same way as the oil lantern, so that when the lantern is set

down on hay or ground it will not upset. Has a heavy drop bail handle keyed to the battery case, so it cannot possibly come out when in use. The bail handle is large enough to receive the big arm of a big man in a big overcoat. In addition to the bail handle, there is a grip handle, conveniently placed in the back. It can be folded back flush with the back of the lamp when not in use. There are thus no projections in the back of the lamp, so it can be hung on a nail without tilting to one side or another.

The reflector is drawn out of brass and ribbed in such a manner as to give a broad spreading light. It is heavily triple silver-plated and polished to a mirror finish. The reflector is very efficient as well as attractive in appearance. The switch is located in a protected place on the back of the lamp. It has German silver contact points, which are always under firm spring tension, assuring a good pressing connection. The bulb is high grade 3-volt Delta, hand-made with a drawn tungsten wire filament. As all Delta bulbs are made, this one is sealed off with pure platinum wire, eliminating possibilities of leaks. The seal is made through a glass stem and not through the thin wall of the bulb.

The lantern is finished by being thoroughly baked in a fine grade of gloss enamel. Trimmed in nickel-plate highly polished. The lens is convex-concave and made out of the finest lens glass.

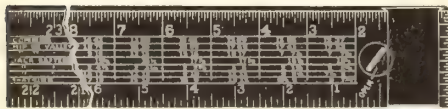
The Delta company announce they are placing five new lanterns and lamps on the market, and that they have elaborate circulars and window display racks for the dealers.

**North Bros. Mfg. Co., Philadelphia,** have recently placed on the market their new "Yankee" bench vise, No. 993, with swivel base. This vise is the No. 993 "Yankee," mounted on swivel base for use on bench, with upper part quickly detachable for use on drill press, shaper, etc., and putting back again on swivel base. This is an entirely new feature in vises, and one that will be quickly appreciated by toolmakers and machinists, where work can be rigidly held in a vise that can be used either on bench or machine. This unique feature makes it useful and desirable, no matter what other vises may be used in the shop.

The swivel base, on which the vise is mounted, is easily and firmly locked or released by a short movement of lever on one side. The base is 4½ inches in diameter, has three bosses on under side to give a level bearing on bench. The upper part of swivel has a taper piece to receive taper end of sliding jaw with setcrew in one end to force tapers into position, thus clamping vise and base perfectly rigid.

The jaws of vise are 2¾ inches wide, 1¾ inches deep and open 3½ inches. Extreme height with swivel base is 5¾ inches, extreme length over all, 8¾ inches. Weight of vise and swivel base, 13 lbs. 6 ozs. They come packed one only in fibre box.

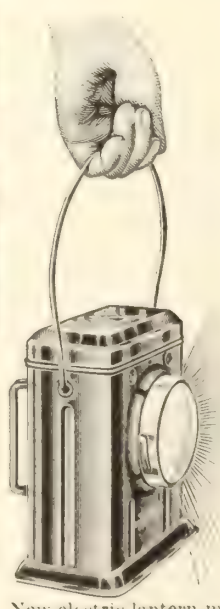
**The Metal Specialties Mfg. Co., Inc., Chicago,** have recently put out the "Presto" electric two-cell hand lamp, equipped with a three-volt bulb and a three-inch bull's eye lens. It is called the king of all electric lanterns, a complete lighting plant in the black enameled case, 7 ins. high. A great big strong light is produced by a three-volt bulb and two ordinary No. 6 dry batteries, making an absolutely safe light around a house, barn, or garage. It is one of the most wonderful lights invented for all general purposes, because it is a light that can be turned on or off instantly; that will not burn out in a few hours; that burns contin-



The new "Pexto" square.



Metal Specialties Mfg. Co.'s new "Presto" electric lantern.



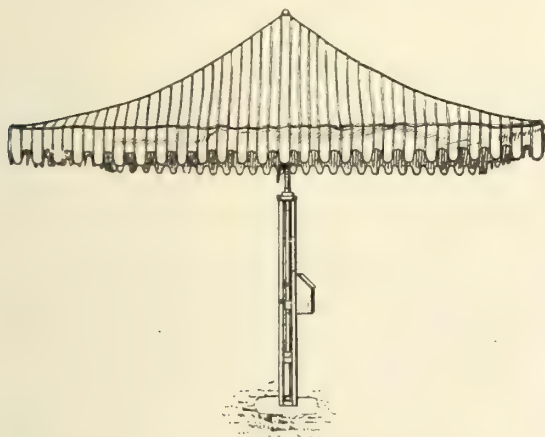
New electric lantern made by The Delta Electric Co., Marion, Ind.



uously or intermittently; that does away with grease or kerosene; explosive gasoline or ill-smelling carbide, smoke and grime; that can be carried by the bail as a lantern or hung on a peg and the light turned to any position desired.

The "Presto" electric lantern burns always with the same continuous, steady, and bright light. The revolving head is pivoted on the supporting bracket, so that it may be rotated to throw the light in any direction, either straight up, in, underneath your motor car when repairing same, or down upon the table when used as a reading lamp. It gives ample light for reading or writing when placed upon the table, and gives the largest amount of light, compared to the cost of any electric light or electric lantern on the market. Throw away your old greasy oil lamps and dangerous kerosene and gasoline burners and use the "Presto" electric lantern, always clean and needs no filling or trimming, and is always ready for immediate use. The light may be turned on or off instantly by giving the switch a slight turn at the back of the reflector. It has a thousand uses, and no one should be without this lamp when a good, strong, serviceable light is required. It is absolutely safe; no danger of fire. Use two ordinary No. 6 dry cells, same as used for telephones, door bells, etc., which can be bought at any hardware store.

The Supreme Manufacturing Co., 707 Kent Building, Toronto, are offering something new in their "Supreme" tent reel. In addition to advantages over other clothes dryers, it is built entirely of metal, heavily galvanized, and combines the utility of a clothes reel, with the everyday pleasure of an attractive sunshade. The mechanism is simple and can be operated by a



child. There are no gears or any intricate parts to get out of order. The tilting arrangement enables a woman to hang her clothing without moving about, and it is also useful in setting the reel at any accommodating angle, to receive full benefit of sun and air. It has a very large capacity, carrying 175 feet of the finest woven galvanized wire. A locking attachment holds the reel in any desired position. A galvanized box keeps the clothespegs where they are most needed. The tent cover is put on or removed without any trouble, and in addition to providing a pleasant shade, it is useful in protecting clothes from rain or soot, and colored garments from the sun. It is easy to erect, the ground anchor being supplied with the outfit. The "Supreme" is a Canadian invention, and is patented and manufactured in Canada. The Supreme Manufacturing Co. are desirous of obtaining live dealers in each locality for this line.

The Stanley Rule & Level Co., New Britain, Conn., has brought out a new line of carpenters' aluminum

levels. These levels have tops and bottoms milled and wet-ground to insure two perfectly parallel surfaces, and the level glasses are located between these two surfaces. This is a distinct advantage, as the tool can be used to level by placing the bottom on the work in the ordinary way, or the top under the work, as required in leveling ceiling beams, girders, etc.

The glasses are what are known as "proved," and are set in metal cases which rest at each end on a support cast in the frame of the level. The cases are held on the supports by means of eccentric cone centres at each end, having screw adjustment. Both the plumb and level glasses are completely protected. This protection feature consists of a metal shell or cover, which can be turned so as to entirely cover the glass when the level is not in use. On account of their light weight, great strength, and the fact that they will not rust or warp, they are especially adapted for carpenters' use. They are made in three lengths.

## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Chadwick Brass Co., Ltd., Hamilton, Ont., have just published their 1915 catalogue, No. 2, descriptive of their line of electrical and gas lighting fixtures. The catalogue, which contains well over a hundred pages of illustrations, has been completely revised and brought up to date, and shows a variety of the latest designs in fixtures and parts. The book is of loose leaf pattern, so that additional pages may be included as quickly as new designs are added to the Chadwick line, and new descriptive pages are printed. Printed on coated paper, the illustrations show up well and give a splendid idea of a splendid range of electrical fixtures.

The Imperial Brass Mfg. Co., Chicago, have recently issued their catalogue No. 105, describing their "Imperial" hardware products—kick plates, push plates, thresholds, door guards, etc. The company has back of it 40 years of experience in the manufacture of brass, bronze, and aluminum devices, with a guarantee on every article.

Orrin S. Goan, of New York, was elected president of Berry Brothers, varnish makers, Detroit, at the recent meeting of the company's directors. Mr. Goan succeeds Frank W. Blair, the latter having found it necessary to retire to give more of his time to the Union Trust Company, of which he is president, and to other interests with which he is connected. Mr. Goan's business career heretofore has been chiefly with the National Biscuit Company.

## A QUALITY REPUTATION.

THE merchant who steadily aims to get a reputation for quality and insists on truthful statements regarding goods by his men, has many advantages over the one who wants sales, no matter how obtained. Young men starting in business want to remember that a reputation for quality may come slowly, but as an asset it has few equals.



### CO-OPERATING IN GAME PROTECTION

Contrary to popular opinion, the arms and ammunition manufacturers are strong supporters of every game-protection move, even being liberal subscribers to game propagation societies and similar organizations. Logically so. For the depletion or disappearance of game must result in a decreased use of ammunition and arms.

When the Dominion Government sought the co-operation of Canadian manufacturers in preserving the for-



ests for game, the Remington Arms-Union Metallic Company, of Windsor, was one of the first to respond. A neat insert in two colors, as pictured in the illustration, is being packed in every box of cartridges and shells. It reminds the sportsmen of their interest in preservation of wild game life. As millions of these inserts will be printed and distributed in this way every year—many of them being read by sportsmen at that “psychological moment” when he is actually in the woods, the results are certain to be effective.

### WIN FOR ONEIDA COMMUNITY, LTD.

The result of the appeal in the case of the Oneida Community, Ltd., against the Oneida Game Trap Co., tried at Syracuse on July 9, is that a sweeping decision in favor of the Oneida Community, Ltd., was handed down by the judge. The suit was originally brought by the Oneida Community, Ltd., against the Oneida Game Trap Company, Inc., to protect the rights of the former firm in the name “Oneida” in connection with the game traps manufactured by both companies. The first decision granted only partial relief, hence the second suit. The Oneida Game Trap Co. have announced that they will change their name to the Triumph Trap Co.

### AMERICAN TINPLATE V. WELSH COMPETITION

The London Iron and Coal Trades Review recently said: “Tinplate prices continue to rise here, while the American market has hardly moved. During May we have missed orders for United States export business to the extent of well over half a million boxes of oil sizes. The first order was for about 250,000 boxes for consumption in New York during July to December. This order was taken by American tinplate manufacturers at a price that, in order to compete, would have necessitated Welsh tinplate makers selling at 12s. 7½d. f.o.b. Swansea for 18¾ by 14. The price that Welsh makers were asking, and getting, at the same time was 18s. 3d. f.o.b. Swansea for 18¾ by 14. The second

batch of orders we missed were the Standard Oil Company's requirements for their various branches in the Far East for July to December last year, the total quantity amounting to 270,000 boxes. These were taken at varying prices, according to the destination, but, roughly speaking, to have competed with these prices Welsh tinplate makers would have had to sell at round about 16s. 9d. per box for 18¾ by 14 f.o.b. Swansea. The price they were asking, and getting, at that time was 18s. 6d. f.o.b. Swansea. It may be asked, why should the American makers take prices which are so very much below the Welsh prices? The answer to this is that it is due to competition among themselves. They are almost in a position now to disregard the Welsh competition.”

### NECESSITY OF AN INVENTORY

The story is told, says the Credit Men's Journal, of a retailer doing a general store business which was increasing in volume each year, but was not yielding any increase in profits. The retailer was advised by one of his biggest creditors to make an inventory, which he proceeded to do.

He discovered that he had goods on hand which had cost him \$12,000. This surprised him, as he had done business five years before with only \$7,000 in merchandise. The increase in stock was considerably greater than the increase in sales. In his first year in business he had done \$25,000 of business, carrying at no time more than \$7,000 in goods. Now he was doing \$30,000 a year with a stock of \$12,000.

He discovered, furthermore, that his expenses had amounted to \$6,000, which was 20 per cent of gross sales. He was surprised to learn that there is a great difference between 25 per cent. profit calculated on cost of goods, and 25 per cent. calculated on selling price. He found that he must change his method of figuring profits and that he must reduce his stock in trade. Henceforth it became his policy to do a maximum business with a minimum investment. By this means he kept his liabilities in check and never had a stock go dead on his hands.

### THE GAME OF BUSINESS AS I SEE IT.

#### *Observations of the Delivery Boy*

The next best thing to knowing is a desire to learn. Dealers who run a risk, risk a run with the sheriff. To make good the dealer must give good value. If he doesn't, good night!

In the beginning, God said, “Let there be light,” but he didn't mean light weight.

“Coin” is the French word for corner. Well, many of us are often in a tight corner in the matter of coin.

Sometimes while the boss is breaking in a new clerk, the clerk is breaking the boss.

Getting business is like courting a girl—you've got to have the right kind of goods—and keep on calling.

If you treat a customer as you would not treat a friend, be sure the customer will find it out.

The clerk who goes about his work with a grouch is not apt to find anything extra in his pay envelope to cheer him up.

Do your work with your own and the store's future in mind. The man who works merely for the immediate present never gets ahead in the future.

The way to help improve the service of the store is not to keep all the ideas you have to yourself. When you see how the service might be improved, say so.



## The Nick of Time

PEXTO chisels aren't guaranteed to rip siding off a barn or pry open window casings.

But they do give the sharpest edge and the longest service and the least grinding to the man that uses them right.

The Peck, Stow & Wilcox Company

MFRS. Mechanics' Hand Tools, Tinsmiths' and Sheet Metal Workers' Tools and Machines, Builders' and General Hardware,  
SOUTHINGTON, CONN. CLEVELAND, OHIO

*Pexto tools are equally popular with householders and expert mechanics.*



# RAMSAY'S



## "MAKING GOOD"

The only way for paint to "make good" under the test of Canadian climate is to make the paint so good that it is worthy to bear the name RAMSAY

Since 1842 we have manufactured the best paint we knew how to make—and since the first can was used Ramsay's Paints have been "making good"—for us, for the dealer, and for the man who finally used them on the job.



MADE IN CANADA

*"The Right Paint to Paint Right"*

*Write us for prices on whatever you need.  
Ours is "The Complete Line"*

**A. Ramsay & Son Co., Montreal**



## Market Situation

**Hardware Markets.** Throughout July the usual mid-summer or holiday quietness added to the prevailing tone of this year's business did not help stir up much trade. The optimistic general outlook, however, is better, and the splendid prospects for a good crop should do much not only to restore confidence but provoke sales this fall. A recent tour of the country sections of Ontario (and the same might apply to the whole Dominion) by a representative of Canadian Hardware Journal showed crops perhaps ten days later than last year, but practically in every section were they larger and better than for the past two years. Farmers interviewed are well off. They are buying and selling for cash; profits are good, they say, and many of them are buying automobiles.

With the basic stones of business in country villages and towns feeling the effect of good times there should this fall be some return to better trading in the larger centres of manufacture and commerce.

Prices in all lines hold firm, with many advances in those articles made from metals on which there is some demand for the making of munitions of war.

\* \* \*

**Metal Markets.** With the exception of some speculation in lead there has been nothing much out of the ordinary in the metal situation during the past month. Of course, this is an extraordinary year, but we have become accustomed to the changing prices due to war calls. Iron and steel remain firm at unchanged quotations, but tin, copper and lead are still climbing higher.

\* \* \*

**Paint Markets.** Steady prices are asked in all departments of the paint trade. Linseed oil is an exception, that commodity being very unsettled, a dozen different quotations being asked. White lead sales have been very fair during July, due principally to its use being called for in new buildings.

### SIDELIGHT ON METAL SITUATION IN CANADA

*By A. Brown, Sales Manager,  
The Metal Shingle & Siding Co., Ltd., Preston*

Doubtless the situation prevailing on all galvanized materials is well known to every one of the trade since the war. Instead of the United States and this country being able to import spelter they have found it profitable in some cases to export it. The imports which usually came to America from Russia and Austria are entirely cut off. This means, therefore, that this market has to depend on its home producing capacity to satisfy the demand of home consumption. This state of affairs has never prevailed before. We have always been able to secure spelter in any quantities necessary with very small market fluctuations, but now that the entire import supply is cut off, of course the law of supply and demand governs the price. Necessarily, spelter has advanced abnormally, and this necessitated the mills, both independent and otherwise, raising their prices on galvanized flat sheets gradually until now the open market price in the U. S. on this material is nearly 50 p.c. in advance of prices prevailing at the first of the year. Even at the high price, spelter has not been procurable for a great number of mills, and this has necessitated their withdrawing prices on galvanized materials altogether.

Of course, with the foregoing explanation it is easy to understand why the sheet metal firms in Canada found it necessary to increase prices on materials made from galvanized iron, and at the present time it looks as if instead of any decrease in prices there might be a further increase. This is merely a supposition. No definite information can be given on this subject. It will be noticed, however, that the advance in prices on galvanized products does not nearly equal the advance on raw stock at the mills, and for this reason it is extremely likely that further advances will be necessary unless some way is found to relieve the spelter famine. The shortage of spelter may be overcome to a certain extent by the action of American manufacturers, who are opening up new mills that will produce more spelter. In fact, in the last few days market quotations on spelter are somewhat easier, but it will not be wise to anticipate any remarkable decrease in the price of spelter until peace between the warring nations has been concluded.

### SPELTER CONSUMPTION AND PRICE

Discussing the situation as to spelter, the Engineering and Mining Journal says in part that "domestic consumption is being contracted in an unmistakable way. It is idle to say that a little difference in the cost of the raw material does not trouble the ultimate consumer. Someone needs a new sheet of zinc to put under his kitchen stove. A square, 5 x 5 feet, of No. 21 gauge—.08-inch thick—weighs 75 pounds. In ordinary times this would cost him about \$6. Now it costs him about \$30. Nobody would pay such a sum for such a purpose. He would either make the old sheet do a while longer or would put down a piece of sheet iron. This illustration is not imaginative. It summarizes an occurrence. So it is that the ordinary consumption of zinc in the form of sheet for galvanizing and for brass making is being annihilated. We are in receipt of numerous inquiries for ways out of the predicament. One galvanizer asks us about erecting a smelting plant on his own account. Another inquires for an expert who can teach him how to maketerneplate as a substitute for galvanized. A plumber, figuring on a household job, advises the use of sheet iron instead of sheet zinc. Galvanizers are drawing their pots and offering spelter for resale. This exemplifies the state of the natural market that has been disrupted for the sake of ammunition manufacturing."

### COLLINS' COURSE IN CARD WRITING

*(Continued from page 28.)*

are to be obtained of lines you will carry, which may be cut out and pasted in an attractive way on to cards.

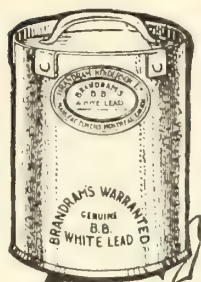
#### Cotton Signs.

The instructions given last month for cotton signs we supplement now with some examples in actual use. The top one in the illustrations shows a strong, plain and attractive sign. It is done in dark green with the letters "cut in," that is, left white and the background painted around them.

The removal sale sign is a good example of sign work. The large letters may be in red, with a yellow outline. The small letters should be in black. This sign is not only well executed, but like the top one is well put up, which adds much to the appearance. The lower one is well enough painted and is attractive, but it is so carelessly put up that it loses its effectiveness. The large letters are red and smaller ones in black.



# Ripened Judgment



Nothing can  
ever take the  
place of experience

A houseowner, after a life-  
time of looking after his proper-  
ties, holds up

## BRANDRAM'S B.B. GENUINE WHITE LEAD

as the best in the world. It would be difficult to  
make a successful appeal against his decision.

When you come to consider that six or seven generations  
before him have endorsed

## BRANDRAM'S B.B. GENUINE WHITE LEAD

the difficulty of controverting such a powerful testimony is  
increased seven fold.

There is no argument needed to secure a judgment in  
favor of this White Lead. The case has been ably stated by  
satisfied users throughout the past century.

# BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



## PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

## METALS

Aluminum, ingots	0 40
Antimony, per lb.	0 40
Brass rods, ½ to 1 inch.	0 32
Tubing, 1 inch base	0 35
Copper, ingots, casting	0 22
Sheets, plain, 14 oz.	
Sheets, tinned, 14 oz.	
Sheets, planished, 14 oz.	
base	0 37½
Sheets, braziers	0 29½
base, round	0 31
Black Sheets, 28 gauge base.	
Toronto	2 90
Montreal	3 00
Canada Plates—	
Ordinary, 52 sheets, To-	
ronto	3 50
All bright, 52 sheets	4 60
Galvanized Apollo Ordinary	
18x24x52	6 00
60	6 25
20x28x80	6 25
20x28x80	12 50
Galvanized Sheets (Corrugated)	
10 p.c. off.	
22 gauge, per square	9 00
24 gauge, per square	7 50
26 gauge, per square	5 25
28 gauge, per square	5 00
Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge	5 15
22-24 gauge	5 30
26 gauge	6 25
28 gauge	5 75
Apollo brand	
24 gauge, American	3 70
26 gauge, American	3 80
28 gauge (26 English)	4 30
10½ oz., equal to 28	
Eng.	4 50
Bar Iron, per 100 lb.	2 00
Forged iron	2 35
Refined horseshoe iron	2 40
Sleigh shoe and mild	
steel	2 25
Iron finished steel	2 50
Tire steel	2 20
High speed steel	0 65
Lead, Canadian pig	7 25
Bar pig	6 00
Sheets, base, 2½ lbs. sq.	
Pipe	9 50
Waste pipe	10 50
Traps and bends	25 p.c.
Solder, half and half, lb.	0 27½
Spelter, foreign, per 100	
lb.	28 00
Sheet zinc	36 00
Tin, ingots, 100 lbs.	45 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
I C, 14x20 base	7 00
I X, 14x20 base	8 00
I X X, 14x20 base	9 25
"Dominion Crown Best"—Ret-	
inned.	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50
"Allaway's Best"—Standard	
Quality.	
I C, 14x20 base	5 00
I X, 14x20 base	6 00
I X X, 14x20 base	7 00
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 75
Terne Plates.	
I C, 20x28, 112 sheets	9 25
I X, Terne Tin	9 40
Tinned Iron.	
72x30 up to 24 gauge,	
case lots	10 25
72x30 up to 26 gauge,	
case lots	10 75

## Scrap Metal, Dealers' Buying

Heavy Copper and Wire,	
Light copper bottoms	0 13
Heavy red brass	0 10½
Heavy yellow brass	10½
Heavy lead	0 05
Scrap zinc	0 17
No. 1 wrought iron	6 00
Machinery cast scrap	
No. 1	10 00
Stove plate	9 00
Malleable	9 00
Miscellaneous steel	6 00
Iron Pipe, per 100 feet—	
Black base, 1 inch	4 59
Galvanized base, 1 inch	9 10
Iron Pipe Fittings—	
Canadian malleable, 35; cast	
iron, 65; standard bushings, 65;	
headers, 60; flanged unions, 65;	
malleable bushings, 65; nipples,	
77½; malleable lipped unions,	
65; plugs, 60 and 10.	
Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45.	

## PAINTS AND GLASS

Barn Paint, barrel lots—	
Gallon tins	80 95
Chemicals, in casks, per lb.—	
Arsenate of lead	0 09
Sulphate of copper (blue	
stone)	0 07
Litharge, ground	0 07
Litharge, flaked	0 07½
Green copperas (green	
vitriol)	0 01
Sugar of Lead	0 09
Colors in Oil—	
Venetian red, 1 lb. tins,	
pure	0 14
Chrome, yellow, pure	0 22
Golden ochre, pure	0 15
French ochre, pure	0 14
Chrome green, pure	0 11
French permanent green,	
pure	0 16
Marine black, 25 lb.	
irons	0 08
Signwriters' black, pure	0 21
Glue, in sheets	0 10
1 lb. pkgs (Brantford)	0 25

Petroleum—	
Can. prime white, gal.	0 13½
U.S. water white	0 17
U.S. Pratt's astral	0 17½
Castor oil, per lb., in	
bbls.	0 13½
Motor Gasoline, single	
bbls.	0 14½
Benzine, per gal., single	
bbls.	0 17½
Putty—	
Bulk, 100 lb. drums	2 70
Bladders in barrels	3 10
Ready Mixed Paints—	
Per gal., qt. tins	1 35
2 55	
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	9 25
Genuine, 100 lb. kegs,	
per cwt.	9 65
Shingle Stains—	
In 5-gallon buckets	1 15
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 66
Linseed Oil, single bar-	
rel, raw	0 70
Linseed Oil, single bar-	
rel, boiled	0 73
Rosin, "G" grade, bbl.	
per 280 lbs.	7 00

Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, No. 1	1 15
Light oil finish	1 35
Gold size Japan	2 00
Turps brown Japan	1 35
Baking black Japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lighting dryer	1 05
Pure white shellac var-	
nish, in barrels	2 00
Pure orange shellac var-	
nish, in barrels	1 90

White Lead—	
Canadian pure,	
less than tons, 10 7½	11 20
Canadian pure,	
less than tons, 10 7½	11 20

Extra Red Seal, V.M.	
(dry) 100 lb. kegs.	0 25
Pure, in 25-lb. irons (in	
oil)	2 50

Window Glass—	
United Inches	Star D.D.
Under 26	6 50 8 60
26 to 40	7 00 10 00
41 to 50	7 40 11 70
51 to 60	8 00 12 00
61 to 70	8 75 12 75
71 to 80	9 50 13 85
81 to 85	10 50 17 50
86 to 90	18 85
91 to 95	19 20
95 to 100	22 75
Toronto, 20 p.c.	

Miscellaneous—	
Orange mineral, 100 lb.	
kegs	0 10
Pine tar, ½ pt. tins, doz.	0 60
Plaster of Paris, bbl.	2 50
Paris white, bbls.	1 25
Whiting, gilders, bolted	1 25
Whiting, plain	1 00

## HEAVY HARDWARE

Anvils, Taylor-Forbes	0 05%
Chain—Proof coil, per 100 lb.: ¼	
in., \$9.00; 5-16 in., \$5.90; ¾	
in., \$4.95; 7-16 in., \$4.65; 1½	
in., \$4.40; 9-16 in., \$4.05; ¾	
in., \$4.30; ¾ in., \$4.15; ¾ in.,	
\$3.65; 1 in., \$3.45.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable,	
135 lbs.	9 85
Horse Nails—	
\$3.00 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	
Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.15; No. 2 and larger, \$3.90;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.10; No. 2 and	
larger, \$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$6.25 pkg.; toe-weight, all	
sizes, \$6.75.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box, 25-lb. boxes.	
Wire Nails, base	2 35
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.00.	
Hay Baling Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent.,	
other lengths 20c. per 100 lbs.	
extra.	
Clothes Line Wire—No. 19, \$3.35,	
six strand.	

Cold Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Five Strand Wire—25 per cent.	
Galvanized Wire—Press stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—45 p.c. off.	
Smooth Steel Wire—Base, \$2.30	
Wire Fencing, car lots—Toronto	
Fence Staples—Bright, \$2.65; gal-	
vanized, \$3.00.	
Wire Rope—Galvanized, 1st grade,	
Black, 1st grade, 6 strands, 19	
wires, ¾, ¾, ¾, inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wire Staples—	
Galvanized	3 00
Plain	2 65
Wire per lb.	12
Hinged pipe vise, 25 lbs.	3 55
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

## GENERAL HARDWARE

Adzes—Carpenters'	
per doz.	12 50 14 00
Axes—Single bit,	
per doz.	6 75 9 50
Double bit, per	
doz.	12 00
Bench axes	12 00
Broad axes	22 75
Hunters' axes	5 00
Boys' axes	5 75
Lathing	
hatchets	4 70
Shingle hatchets	1 45
Claw hatchets	1 70
Barrel hatchets	5 50

Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
40 and 2½ per cent.; B.B.	
caps, 50, 10 and 2½ per cent.	
Centre Fire Pistol Cartridges, 5	
and 2½ per cent.; Centre Fire	
Sporting and Military Car-	
tridges, add 10 per cent.; Prim-	
ers, 2½ per cent.; Brass Shot	
Shells, 45 per cent.; Shot Car-	
tridges, discount same as ball	
cartridges.	

"Crown Black Powder, 15 & 5;	
"Sovereign" Bulk Smokeless	
Powder, "Rezal" Dense, Smoke	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder, 2 and 5 per cent. same	
all 50 per cent.	

Ordinary drop shot, AAA to	
dust \$11.50 per 100 lbs.; net	
weight \$10.00 per 100 lbs.;	
back and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs., ¼c. per lb. f.o.b.	
Montreal, Halifax and St. John	
Toronto, Hamilton and London.	

Augers—Ford's auger bits, 30 and	
60; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47½; Clark's expansive,	
40; Jennings' Gen. auger, net	
list, Tobin High Speed, 50 and	
5; Tobin Never-Choke, 50 and 5.	

Barn Door Hangers—	
Double strap hangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25

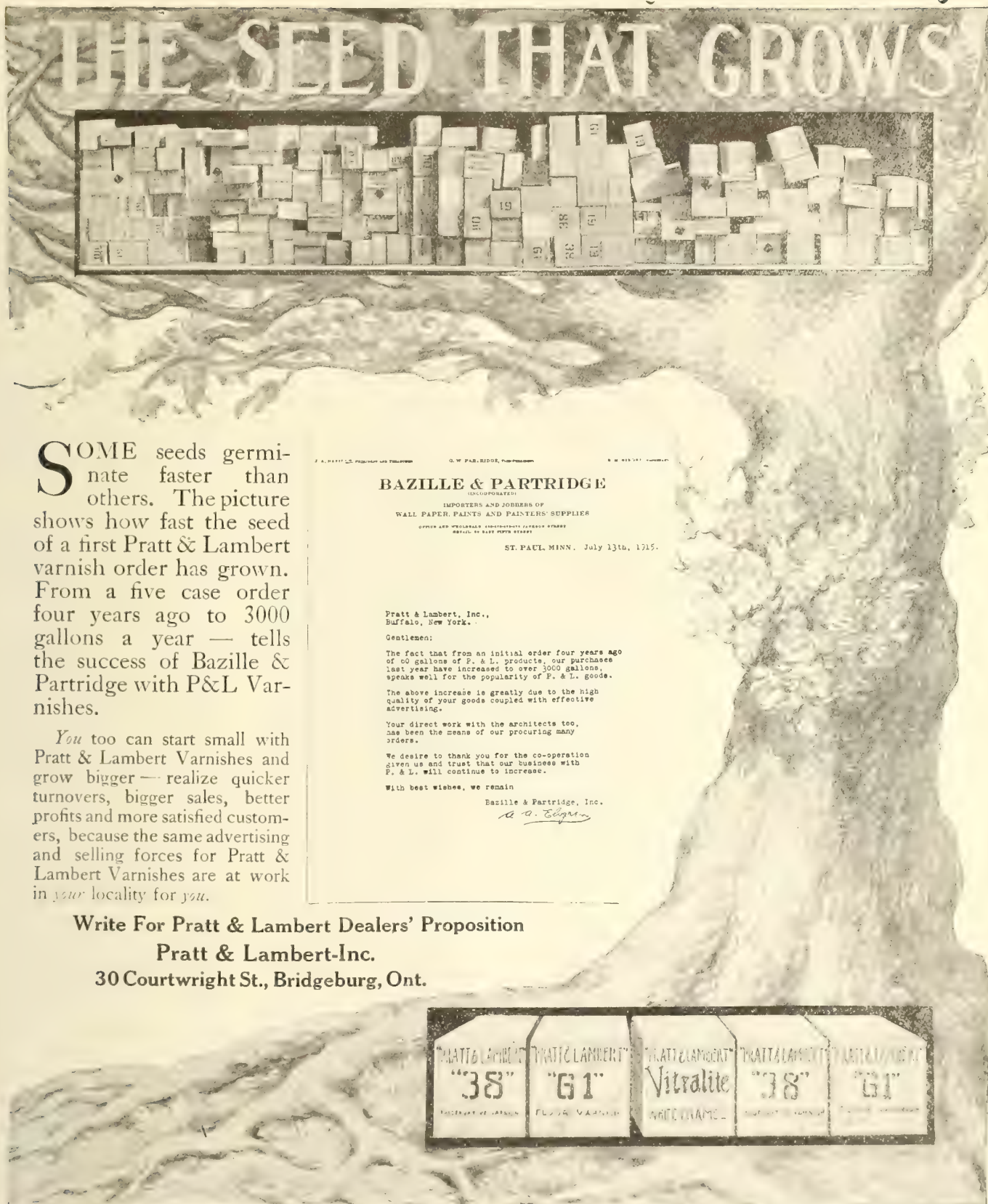
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
65 and 10 per cent.	
Carriage Bolts, 7-16 and up,	
57½ per cent.	
Carriage Bolts, Norway Iron (\$3	
list), 60 per cent.	

Machine bolts, ¾ and less, 70	
per cent.	
Machine bolts, 7-16 and up,	
60 per cent.	
Plough Bolts, 55 and 10 per	
cent.	
Bolt Ends, 60 per cent.	
Blank Bolts, 57½ per cent.	
Sleigh Shoe Bolts, ¾ and less,	
62½ per cent.	

Sleigh Shoe Bolts, 7-16 and	
larger, 50 and 12½ per cent.	
Coach Screws, new list, 75 and	
per cent.	
Nuts, square, all sizes, ¼ c. per	
lb. off.	



# THE SEED THAT GROWS



**SOME** seeds germinate faster than others. The picture shows how fast the seed of a first Pratt & Lambert varnish order has grown. From a five case order four years ago to 3000 gallons a year — tells the success of Bazille & Partridge with P&L Varnishes.

*You* too can start small with Pratt & Lambert Varnishes and grow bigger — realize quicker turnovers, bigger sales, better profits and more satisfied customers, because the same advertising and selling forces for Pratt & Lambert Varnishes are at work in *your* locality for *you*.

**BAZILLE & PARTRIDGE**  
INCORPORATED  
IMPORTERS AND JOBBERS OF  
WALL PAPER, PAINTS AND PAINTERS' SUPPLIES  
OFFICE AND WAREHOUSE: 400-402 NORTH 3RD STREET  
MINN. ST. PAUL, MINN. July 13th, 1915.

Pratt & Lambert, Inc.,  
Buffalo, New York.

Gentlemen:

The fact that from an initial order four years ago of 60 gallons of P. & L. products, our purchases last year have increased to over 3000 gallons, speaks well for the popularity of P. & L. goods.

The above increase is greatly due to the high quality of your goods coupled with effective advertising.

Your direct work with the architects too, has been the means of our procuring many orders.

We desire to thank you for the co-operation given us and trust that our business with P. & L. will continue to increase.

With best wishes, we remain

Bazille & Partridge, Inc.  
*A. A. Edgar*

**Write For Pratt & Lambert Dealers' Proposition**  
**Pratt & Lambert-Inc.**  
**30 Courtwright St., Bridgeburg, Ont.**

PRATT & LAMBERT "38"	PRATT & LAMBERT "G1"	PRATT & LAMBERT Vitalite	PRATT & LAMBERT "38"	PRATT & LAMBERT "G1"
FURNACE PAINT	FLOOR VARNISH	WHITE CHAMP	PAINT FOR WOODWORK	PAINT FOR WOODWORK

# Pratt & Lambert Varnish Proposition

## Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario    New York    Buffalo    Chicago    London    Paris    Hamburg



Nuts, hexagon, all sizes, 4 1/2 per lb. off.	Hammers—Tack, iron, doz. 0 35	Bag, Russian twine, per lb. 0 27	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Stove rods, per lb., 5 1/2 c. to 6c.	Ladies' claw, handled, doz. 0 60	Wrapping, cotton, 3-ply twine 0 19	Tinners' Snips—35 per cent.
Stove bolts, 8 1/2 per cent.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 4-ply twine 0 21 1/2	Traps (steel game)—Newhouse, 40 per cent.
Bells—Door bells, push and turn, 45 and 10 per cent.	Adze eye, hickory handle 1 lb., doz. 6 25	Mattress twine, per lb. 0 45	Hawley & Norton, 57 1/2 per cent.
Cow bells, 65 per cent.	Adze eye, straight claw, 1 lb., doz. 7 00	Staging twine, per lb. 0 35	Victor, 70 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.	Farriers' hammers, 10 oz., doz. 5 50	Rivets and Burrs—Iron Rivets, black and tinned, 72 1/2.	Onida Jump (Star), 65 p.c.
Sleigh bells, body straps, each, \$1.15 up.	Tinners' setting, 1/2 lb., doz. 4 50	Iron Burrs, 72 1/2 per cent.	Wheelbarrows—
Farm bells. No. 1, \$1.65.	Machinists', 1/2 lb., doz. 3 20	Copper Rivets, usual proportion of burrs, 20 p.c.	Navy, steel wheel, dozen 23 50
Building Paper, Etc.—	Sledge, Canadian, 5 lbs. and over 0 6 1/2	Copper burrs only, net.	Garden, steel wheel, doz. 36 00
Tarred slater's paper, per roll 0 95	Sledge, Masons, 5 lbs. and over 0 6 1/2	Rivet Sets—Canadian, 35 to 37 1/2 per cent.	Wrought Iron Washers—Canadian, 45 per cent.
O.K. paper, No. 1, per roll 0 95	Sledge, Napping, up to 2 lbs. 0 10	Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85	Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.55 per 100 sq. ft.; in 50-ft. rolls, \$1.60 per 100 sq. ft.
Plain Fibre, No. 1, per 400 ft. roll 0 50	Harvest Tools	Mrs. Potts, No. 50, plated, per set 0 90	Wire Door Mats—16 x 24, doz., \$9.00.
Tarred Fibre, No. 1 per 400 ft. roll 0 62	Samson, best quality, 40, 7 1/2 per cent.	Mrs. Potts, handles, japanned, per gross 9 00	HOUSEFURNISHINGS
Tarred Fibre, Cyclone, 25 lb., per roll 0 62	Sidewalk and stable scrapers, net, \$2.25.	Common, plain 5 00	Stoves and Ranges—
Dry Cyclone, 15 lbs. 0 50	Wood hay rakes, 40 and 10 per cent.	Common, plated 5 50	Gas ranges, 50 per cent.
Plain Surprise, per roll 0 42	Lawn rakes, net.	Asbestos, per set 1 50	Stoves and ranges, 50 and 5 per cent.
Resin sized Fibre, per roll 0 43	Hinges—Blind, 50 per cent.	Sand and Emery Paper, 40 p.c.	Furnaces, 45 per cent.
Asbestos building paper, per 100 lbs. 3 50	Heavy T and strap discount, 40 per cent.	Sash Weights—	Registers, 70 and 10 per cent.
Heavy straw, plain and tarred, per ton 36 00	Light T and strap, 65 and 5 p.c.	Sectional, 1/2 lb. each, per 100 lbs. 2 25	Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.
Carpet Felt, per 100 lbs. 2 60	Screw hook and hinge, \$4.25, \$5.00.	Solid, 3 to 30 lbs. 1 60	Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95.
Tarred wool roofing felt, per 100 lb. 2 00	Crate hinges and back flaps, 65 and 5 p.c.	Sash Cord—No. 5, per lb. 0 50	Flat rim enameled sinks 16x24, \$2.65; 18x30, \$3.10; 18x36, \$4.15.
Pitch, Boston or Sydney, per 100 lbs. 0 85	Chest hinges and hinge hasps, 65 p.c.	Screws—Wood, F. H., bright and steel 85 10 7 1/2 10	Enameled Ware—White ware, 75 per cent.
Pitch, Scotch, per 100 lbs. 0 85	Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.	Wood, R. H., bright 80 10 7 1/2 10	London and Princess, 50 per cent.
Heavy Fibre, 32 and 60, 100 lbs. 2 00	Hooks—Bright wire screw eyes, 60 p.c.	Wood, F. H., brass 75 10 10	Canada, Diamond, Premier, 50 and 10 p.c.
2 ply Ready Roofing, per square 0 75	Bright steel gate hooks and staples, 40 p.c.	Wood, R. H., brass 70 10 10	Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
3 ply Ready Roofing, per square 0 95	Iron screw hooks, 60 and 20 p.c.	Wood, F. H., bronze 70 10 10	Premier steel ware, 60 and 10 per cent.
2 ply complete, per roll 1 15	Iron gate hooks and eyes, 60 and 20 p.c.	Wood, R. H., bronze 65 10 10	Star decorated steel and white, 33 1/2 per cent.
3 ply complete, per roll 1 35	Crescent hat and coat wire, 60 per cent.	Drive screws 65 10 10	Hollow ware, tinned cast, 40 per cent. off.
Liquid Roofing Cement, bbls., per gal. 0 17	Stove pipe eyes, kitchen and square hooks, 60 p.c.	Set, case hardened 60 and 10	Enameled street signs, 50 per cent.
Liquid Roofing Cement, tins 0 19	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.	Square cap 50 and 05	Copper Ware—Copper boilers, kettles, 50 p.c.
Crude Coal Tar, per barrel 4 50	Extension ladders, 23c. per foot up.	Hexagon cap 45	Copper tea and coffee pots, 50 per cent.
Refined Coal Tar, tins, per doz. 1 25	Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.25.	Bench, wood, per doz., \$5.00	Copper pitta, 30 and 5 per cent.
Refined Coal Tar, per barrel 5 00	Lift Tubular and Single Plain, per doz., \$5.25.	Bench, iron, per doz., \$4.25	Galvanized Ware—Dufferin pattern pails, 20 and 10 per cent.
Shingle Varnish, per bbl. 5 00	Japanning, 50c. per dozen extra.	Screws (Machine)—	Flaring pattern, 42 1/2 per cent.
Caps, per lb. 0 05	Prism Globes, per dozen, \$1.20.	Flat head, iron and brass, 30 per cent.	Galvanized washtubs, 20 and 10 per cent.
Nails, per lb. 0 05	Lamp wick, 50 per cent.	Fillister head, iron, 30; brass, 25 per cent.	Pieced Ware, 35 per cent.—
Mop, cotton, per lb. 0 17	Lawn Hose—Competition grade, 70 and 10.	Shovels and Spades—	Copper bottom tea kettles and boilers, 35 per cent.
Butts—Plated, bower barff and nickel, 45 per cent.	Locks and Keys—Canadian 50 and 10 per cent.	Canadian No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.	Coal hods, 40 per cent.
Wrought brass, 45 per cent. off revised list.	Mallets—Tinmiths', 2 1/2 x 5 1/2 in., per doz. 1 65	No. 3 and 4 grade, 45 per cent.	Boiler and tea kettle pitta, 40 per cent.
Cast iron loose pin, 60 per cent.	Carpenters', round hickory, 6 in. 1 95	Soldering Irons—	Stamped Ware—Plain, 72 1/2 and 5 per cent.
Wrought steel, fast joint and loose pin, 70 and 5 per cent.	Lignum Vitae, round, 5 inch 2 40	Base, per lb., 30 cents.	Retinned, 72 1/2 and 5 per cent.
Cement—Portland, bags per bbl. 1 55 1 85	Caulking, No. 8, oak 15 00	Sap Spouts—	Silverware—Hollowware, 40, flatware, 40 and 10.
Cold Chisels, 5 x 6 in., doz. 2 20	Mattocks—6 lb., 18 inch, \$6 doz.	Bronzed Iron with hooks, per 1,000 6 00	Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London, and St. Marys, 40 per cent.; f.o.b. Ottawa, Ston and Montreal, 37 1/2 p.c.
Bevel edge, 1 inch, doz. 2 50	Picks, 6 to 7 lb., \$4.65 doz.	Eureka tinned steel hooks, per 1,000 8 00	Washing Machines—
Conductor Pipe—	Pick handles, \$1.85 dozen.	Staples—	Downswell 5 00
2 inch, in 10 ft. lengths 4 00	Prospectors' hammers, 16 1/2 c. per lb.	Poultry netting, 100 lbs. 4 50	New Century, Style A. 9 00
3 " " 4 85	Drilling hammers, 6 cents per lb.	Bed, 100 lbs., No. 14 6 75	Ideal Power 16 00
4 " " 6 40	Crowbars, 3 1/2 cents per lb.	Blind, per lb. 0 12	Stephenson (net) 6 00
5 " " 6 40	Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.	Coopers' staples, 45 per cent.	Puritan Motor 16 00
6 " " 8 75	Davidson oilers, 45 p.c.	Bright spear point, 75 per cent.	Low Pressure Water Motor Washer 16 00
Door Knobs—Canadian, 45 per cent.	Zinc and tin, 45 p.c.	Stovepipes—	Connor Ball Bearing. with rack 10 25
Porcelain, mineral and jet knobs, net list, plus 5c.	Coppered oilers, 45 p.c.	5 & 6 in., per 100 lengths 8 50	I X L 10 00
Door Sets—Canadian, 50 per cent.	Brass oilers, 45 p.c.	7 inch, per 100 lengths 9 00	Gem 8 75
Door pulls, 60 per cent.	Malleable, 25 p.c.	Nestable, 40 per cent.	Winner 8 00
Door Hangers (Parlor)—	Planes—Wood bench, Canadian, 15, American, 25 p.c.	5 and 6-inch elbows, per doz. 1 46	Connor Improved 5 00
Single sets, each 1 80	Wood, fancy, 30 to 35 per cent.	7 inch elbows, per doz. 1 64	Discount, 25 p.c.
Double sets, each 3 25	Rope and Twine—	Thimbles, 70 p.c.	Wringers—
Unbreakable rail, 100 feet 5 00	Sisal rope 0 11 1/2	Carpet Tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 75 and 12 1/2.	Royal Canadian, 11 in., doz. 45 25
Draw Knives—	Cotton, 3-16 inch and larger 0 21	Draw Knives—	Eze, 10 in. 51 75
Carpenters' 6 inch, doz. 5 25	Russia Deep Sea 28	Milk cans and pails, 33 1-3 p.c.	Bicycle, 11 inch 58 25
Holding handles, 8 in., doz. 1 80	Jute 0 11 1/2	Hand delivery and creamery cans, 33 1-3 p.c.	Trojan, 12 inch 100 00
Folding handles, 8 in., doz. 1 80	Lath Yarn, single 0 08 1/2	Railroad and cream cans and taps, 40 and 10 p.c.	Unexcelled, 104-E 72 00
Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.	Lath Yarn, double 0 09 1/2	Creamery trimmings, 33 1-3 p.c.	Favorite 511E and 521E 57 75
Eavetrough—	Sisal bed cord, 48 feet, per doz. 0 72	Files and Rasps—	Domestic 531E and 541E 63 00
8 in. in 100 ft. lengths 3 02	Sisal bed cord, 60 feet, per doz. 0 90	Disston's, Great Western, American, Kearney & Frost, Globe, all 73 Black Diamond and Nicholson 6 and 73 Jewett's Edge 10 1/2 27 1/2 10 1/2 62 1/2	Challenge 311E and 321E 51 00
10 " " 3 30	Sisal bed cord, 72 feet, per doz. 1 08		Ottawa 331E and 341E 56 25
12 " " 3 88	Cotton clothes line, 18 off.		Sunlight 111E and 121E 44 25
15 " " 5 53			Sunlight 111 42 00
Factory Milk Cans—			Royal Canadian 151 45 25
Milk cans and pails, 33 1-3 p.c.			Discount, 20 p.c.
Hand delivery and creamery cans, 33 1-3 p.c.			
Railroad and cream cans and taps, 40 and 10 p.c.			
Creamery trimmings, 33 1-3 p.c.			
Files and Rasps—			
Disston's, Great Western, American, Kearney & Frost, Globe, all 73 Black Diamond and Nicholson 6 and 73 Jewett's Edge 10 1/2 27 1/2 10 1/2 62 1/2			



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

- ABRASIVE WHEELS**  
Taylor-Forbes Co., Guelph.
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Dominion Register Co., Toronto.
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Northern Aluminum Co., Toronto.
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- AXES**  
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Welland Vale Mfg. Co., St. Cath-  
arines.
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Winnipeg.
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Canada Steel Goods Co., Hamil-  
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Taylor-Forbes Co., Guelph.
- Richards-Wilcox Canadian Co.,  
London.**  
Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.
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Catharines.
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Tweed.
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Landers, Frary & Clark, New Brit-  
tain, Conn.  
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Toronto.
- BELLS—Ship-gong Bells and Pulls**  
James Morrison Brass Mfg. Co.,  
Toronto.
- BELLS—Door**  
Springer Lock Mfg. Co., Belleville.
- BELLS—Farm**  
Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.
- BELTING—Cotton Duck**  
Dominion Belting Co., Hamilton.
- BELTING—Rubber**  
Gutta Percha & Rubber Ltd., To-  
ronto.
- BELTING—Leather**  
Sadler & Haworth, Montreal.
- BIRD CAGES**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.
- BITS**  
McKinnon Dash Co., St. Catharines.
- BLOCKS—Chain Hoisting**  
Canadian Yale & Towne, Ltd., St.  
Catharines.
- BOAT TRIMMINGS**  
McKinnon Dash Co., St. Catharines.
- BOILERS—Kitchen Range**  
Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.  
McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.
- BOILERS AND RADIATORS**  
Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.  
Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.
- Pease Foundry Co., Toronto.**  
Taylor-Forbes Co., Guelph.
- BOLTS—Door and Window**  
Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.
- BOLTS AND NUTS**  
Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.
- BOX HINGES AND STRAPPING**  
Stanley Works, New Britain,  
Conn.
- BOX OPENERS**  
Charles Morrill, New York, N.Y.
- BRACES AND BITS**  
E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.
- Stanley Rule & Level Co., New  
Britain, Conn.**  
North Bros. Mfg. Co., Philadelphia.
- BRACKETS—Shelf**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.
- BEASS GOODS**  
Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
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Kinzing & Bruce & Co., Niagara  
Falls.
- BREAST DRILLS**  
North Bros. Philadelphia.  
Stanley Rule & Level Co., New  
Britain, Conn.
- BRICK AND TILE BLOCK  
MACHINES**  
Exeter Mfg. Co., Exeter.
- BRUSHES**  
Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.
- Canada Brush Co., St. John, N.B.**  
Sanderson Percy & Co., Toronto.
- BUCKLES**  
McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.
- BURLAPS**  
Scythos & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.
- BUILDERS' HARDWARE**  
Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.  
Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.
- National Hardware Co., Orillia.**  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.  
Bommer Brothers, New York.  
Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne, Ltd., St.  
Catharines.
- Chicago Spring Butt Co., Chicago.**  
Springer Lock Mfg. Co., Belleville.
- BURNERS**  
Ontario Lantern & Lamp Co., Ham-  
ilton.  
James Morrison Brass Mfg. Co.,  
Toronto.
- BUTCHER KNIVES**  
Arch. McFarlane, Montreal.
- Taylor-Forbes Co., Guelph.**
- BUTTS—Spring**  
Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.
- BUTTS AND HINGES**  
Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.  
Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.
- CAMP STOOLS AND CHAIRS**  
Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.  
Otterville Mfg. Co., Otterville.
- CAMP STOVES**  
Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.  
James Stewart Mfg. Co., Wood-  
stock.
- CANS—Milk**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.
- CANT HOOKS**  
Lachute Shuttles Co., Lachute Mills,  
Que.
- Allan Hills Edge Tool Co., Galt.**
- CARBON LAMPS**  
Canadian Sunbeam Electric Co.,  
Toronto.  
Canadian Tungsten Lamp Co.,  
Hamilton.
- CARPENTERS' CLAMPS**  
Taylor-Forbes Co., Guelph.
- CARRIAGE HEATERS**  
Chicago Flexible Shaft Co., Chi-  
cago.
- CARTRIDGES—Metallic**  
Remington Arms—Union Metallic  
Cartridge Co., Windsor.  
Dominion Cartridge Co., Montreal.
- CASEMENT ADJUSTERS**  
Canadian Yale & Towne, Ltd.,  
St. Catharines.
- Springer Lock Mfg. Co., Belleville.**
- CASTERS—Stove and Range**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.
- Moffat Stove Co., Weston.**
- CATTLE LEADERS**  
Taylor-Forbes Co., Guelph.
- CHAIN BOLTS**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.
- CHAIR LADDERS**  
Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.
- CHAIN**  
Anti-skid, Coil, Cow-tie, Halter,  
Trace, Hammock, Logging.  
McKinnon Chain Co., Buffalo, N.Y.
- CHAIN—Brass & Copper**  
James Morrison Brass Mfg. Co.,  
Toronto.
- CHAINS—Steel**  
Steel Co. of Canada, Hamilton.  
B. Greening Wire Mfg. Co., Hamil-  
ton.
- CHALK**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.
- CHIMNEY TOPS**  
Gurney Foundry Co., Toronto.
- CHISELS—Wood**  
Allan Hills Edge Tool Co., Galt.
- CHURNS—Barrel or Revolving**  
Beatty Bros., Fergus, Ont.  
J. H. Connor & Sons, Ottawa.  
Cummer-Dowdell Co., Hamilton.  
Maxwells, Ltd., St. Mary's.
- CLAMPS**  
Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.  
Henry Disston & Sons, Toronto.
- CLOCKS**  
Western Clock Mfg. Co., La Salle,  
Ill.
- CLOTHES DRIERS**  
James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.  
Taylor-Forbes Co., Guelph.
- CLOTHES LINE PULLEYS**  
Taylor-Forbes Co., Guelph.
- CLOTHES MANGLES**  
Cummer-Dowdell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.
- Taylor-Forbes Co., Guelph.**
- CLOTHES BAES AND BACK**  
Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.  
Stratford Mfg. Co., Stratford.
- CLOTHES LINE PROPS**  
McFarlane Ladder Works, Toronto.  
Otterville Mfg. Co., Otterville.
- CLOTHES LINE WIRE**  
Steel Co. of Canada, Ltd., Ham-  
ilton.
- CLOTHES REELS**  
Taylor-Forbes Co., Guelph.
- CLOTHES PINS**  
Wm. Cane & Sons Co., Newmarket.
- COAL CHUTES**  
Clare Bros., Preston.  
Galt Stove & Furnace Co., Galt.  
Steel Trough & Machine Co.,  
Tweed.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.  
Metal Shingle & Siding Co., Pres-  
ton.
- COAL SCREENS**  
Canada Wire & Iron Goods Co.,  
Hamilton.
- COBBLER SETS**  
Taylor-Forbes Co., Guelph.
- COMPASSES**  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.
- CONCRETE BLOCK MACHINES**  
James Stewart Mfg. Co., Wood-  
stock.
- CONDUCTOR PIPE**  
See Eavetrough.
- COPPER WARE**  
Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.
- CORDAGE AND TWINE**  
Scythos & Co., Toronto.  
Consumers Cordage Co., Montreal.
- CORNICE BRAKES**  
Steel Bending Brake Works,  
Chatham.
- Brown Boggs Co., Hamilton.**
- COTTER PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.
- COTTON DUCK AND WASTE**  
Scythos & Co., Toronto.
- COUNTERS**  
Walker Bin & Store Fixture Co.,  
Berlin.
- COUNTER CHECK BOOKS**  
Dominion Register Co., Toronto.
- COUNTER YARD MEASURES**  
Lufkin Rule Co., Windsor.  
Taylor-Forbes Co., Guelph.
- COW EASE**  
Carpenter, Morton Co., Boston,  
Mass.
- COW TIES AND CHAINS**  
B. Greening Wire Mfg. Co., Ham-  
ilton.  
McKinnon Chain Co., St. Cathar-  
ines.
- CRANES**  
Canadian Yale & Towne, Ltd., St.  
Catharines.
- CROWBARS**  
Welland Vale Mfg. Co., St. Cath-  
arines.



**CULVERTS—Corrugated Metal**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**The Pedlar People, Oshawa.**

**CURRY COMBS**  
Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamilton.

**CURTAIN STRETCHERS**  
Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Britain, Conn.

**CUTLERY**  
Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara Falls, Ont.

Landers, Frary & Clark, New Britain, Conn.  
Sanderson Percy & Co., Toronto.

**OUT SOLES**  
Beardmore & Co., Toronto.

**DAMPERS**  
Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.

Channell Chemical Co., Toronto.  
Ronuk, Ltd., Toronto.

**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**DISINFECTANTS**  
Williams Chemical Co., Russell.

**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co., Berlin.

Cameron & Campbell, Toronto.  
**DISPLAY RACKS**  
Fairgrieve Metal & Stamping Co., Toronto.

**DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.

**DOOR CHECKS**  
Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.

**DOOR HANGERS—Parlor**  
Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co., London.

**DOOR MATS—Cocoa Fibre**  
Meakins & Sons, Hamilton.

**DOOR MATS—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**DOOR MATS—Wire**  
Kuhne & Anderton, Port Hope.

Canada Wire & Iron Goods Co., Hamilton.

Barton Netting Co., Windsor.  
**DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.

A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**DRAW KNIVES**  
Allan Hills Edge Tool Co., Galt.

**DRILLS—Brest and Bench**  
North Bros. Mfg. Co., Philadelphia.

**DRY COLORS**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Montreal.

A. Ramsay & Son, Montreal.  
Sanderson Percy & Co., Toronto.

**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.

**EAUTROUGH AND CONDUCTOR PIPE**  
Metal Shingle & Siding Co., Preston.

Thomas Davidson Mfg. Co., Montreal.  
McFarlane-Douglas Co., Ltd., Ottawa.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

A. Welch & Son, Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.

E. T. Wright Co., Ltd., Hamilton.  
Sarnia Metal Products Co., Toronto.

**EDGE TOOLS**  
Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.

Peck, Stow & Wilcox Co., South-  
ington, Conn.  
Welland Vale Mfg. Co., St. Catharines.

**EGG CRATES**  
Wm. Cane & Son, Newmarket.

**ELECTRIC FLASHLIGHTS**  
Canadian Ever Ready Works, Toronto.

Interstate Electric Novelty Co., Toronto.  
Metal Specialties Co., Chicago, Ill.

**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co., Toronto.

Barton Netting Co., Windsor.  
**ELECTRIC IRONS, ETC.**  
Ideal Electric Mfg. Co., Wallaceburg.

Renfrew Electric Mfg. Co., Renfrew.

Ohio Flexible Shaft Co., Chicago.  
Landers, Frary & Clark, New Britain, Conn.

Duncan Electric Co., Montreal.  
Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.  
Canadian Sunbeam Lamp Co., Toronto, Ont.

Ontario Lantern & Lamp Co., Hamilton.

**ELECTRIC MANTEL GRATES**  
Radiant Electric Co., Grimsby.

Barton Netting Co., Windsor.  
**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.  
Renfrew Electric Mfg. Co., Renfrew.

**ELECTRIC RANGES**  
Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.  
Renfrew Electric Mfg. Co., Renfrew.

**ELECTRIC BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.

Radiant Electric Co., Grimsby.  
**EMERY GRINDERS**  
James Morrison Brass Mfg. Co., Toronto.

**EMERY POWDER**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.  
A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.  
**ENAMEL SIGNS**  
McClary Mfg. Co., London.

**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

Stamped & Enameled Ware, Hes-  
peler.

**ESCUTCHEON PINS**  
Steel Co. of Canada, Ltd., Hamilton.

**EXPANSION BOLTS**  
Richards-Wilcox Canadian Co., London.

**EXPRESS WAGONS—Boys'**  
Canadian Buffalo Sled Co., Preston.

Gendron Mfg. Co., Toronto.

**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toronto.

**FARM TANKS**  
Wayne Oil Tank & Pump Co., Woodstock, Ont.

**FARM TROUGHS**  
Wayne Oil Tank & Pump Co., Woodstock, Ont.

**FASTENERS—Door, Sash**  
Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.  
**FENCING—Woven Wire**  
McGregor Banwell Fence Co., Walkerville.

Steel Company of Canada, Hamilton.  
Banwell Hoxie Wire Fence Co., Hamilton.

Canadian Steel & Wire Co., Hamilton.

**FENCING—Picket Wire**  
McFarlane Ladder Works, Toronto.

**FILES AND BASPS**  
Henry Diston & Sons, Toronto.

Nicholson File Co., Port Hope.  
G. & H. Barnett Co., Philadelphia.

Simonds Canada Saw Co., Montreal.  
**FILTERS—Water and Oil**  
James Morrison Brass Mfg. Co., Toronto.

**FIREPROOF DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**FIREPLACE GRATES**  
Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville,  
N.B.

Barton Netting Co., Windsor.  
James Stewart Mfg. Co., Woodstock.

Taylor-Forbes Co., Guelph.  
Canada Wire & Iron Goods Co., Hamilton.

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Preston.

A. B. Ormsby Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**FIRE DOOR HARDWARE**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Richards-Wilcox Canadian Co.,  
London.

Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

Metal Shingle & Siding Co., Preston.

**FIRE EXTINGUISHERS**  
Metal Shingle & Siding Co., Preston.

**FLAGS**  
Scythes & Co., Toronto.

J. J. Turner & Son, Peterboro.  
**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Preston.

**FORCE CUPS—Rubber**  
Gutta Percha & Rubber, Ltd., Toronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,  
Hamilton.

**FORKS—Hay**  
Welland Vale Mfg. Co., St. Catharines.

**FOOD CHOPPERS**  
Maxwells, Ltd., St. Mary's.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

McClary Mfg. Co., London.

**FOOT WARMERS**  
Chicago Flexible Shaft Co., Chicago.

**FURNACES—Plumbers'**  
James Morrison Brass Mfg. Co., Toronto.

**FURNACES—Hot Air**  
Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.  
Burrow, Stewart & Milne, Hamilton.

Can. Heat & Vent. Co., Owen Sound.

Clare Bros., Preston.  
Specialty Mfg. Co., Grimsby.

Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville,  
N.B.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

Hall Zryd Foundry Co., Hespeler.  
Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Woodstock.

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.

**GALVANIZED IRON**  
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

B. & S. H. Thompson, Montreal.  
M. & L. Samuel, Benjamin & Co.,  
Toronto.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**Metal Shingle & Siding Co., Preston.**

Sarnia Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

A. Welch & Son, Toronto.

B. Greening Wire Co., Hamilton.

**GARAGES—Metal**  
The Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

**GARBAGE CANS**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Steel Trough & Machine Co.,  
Tweed.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.

**GARDEN HOSE**  
Gutta Percha & Rubber, Ltd., Toronto.

**GAS IRONS**  
McClary Mfg. Co., London.

**GAS OVENS**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

**GAS RANGES**  
Burrow, Stewart & Milne, Hamilton.

Bowes, Jamieson, Ltd., Hamilton.  
Fairgrieve Metal & Stamping Co.,  
Toronto.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co.,  
Hamilton.

McClary Mfg. Co., London.  
D. Moore Co., Hamilton.

Moffat Stove Co., Weston.  
James Stewart Mfg. Co., Woodstock.

Supreme Heating Co., Welland.

**GAS FIXTURES**  
James Morrison Brass Mfg. Co., Toronto.

Barton Netting Co., Windsor.

**GAS WATER HEATERS**  
Moffat Stove Co., Weston.

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.

Burrow, Stewart & Milne, Hamilton.

Bowes, Jamieson, Ltd., Hamilton.  
James Morrison Brass Mfg. Co.,  
Toronto.

**GASOLINE LIGHTING**  
H. W. Knight & Bros., Toronto.

**GASOLINE & OIL PUMPS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**GASOLINE STOVES**  
James Stewart Mfg. Co., Woodstock.

**GATES—Farm**  
Steel Co. of Canada, Montreal.

McGregor Banwell Fence Co., Walkerville.

Banwell Hoxie Wire Fence Co.,  
Hamilton.

James Morrison Brass Mfg. Co.,  
Toronto.

**GAUGES**  
Stanley Rule & Level Co., New  
Britain, Conn.

**GAUGE COCKS**  
Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co.,  
Toronto.

**GLASS**  
Consolidated Plate Glass Co., Toronto.

Hobbs Mfg. Co., London.  
Toronto Plate Glass Imp. Co., Toronto.

A. Ramsay & Son Co., Montreal.

**GLASS—Bent**  
The Toronto Plate Glass Import-  
ing Co., Toronto.

**GLASS CUTTING BOARDS**  
Lufkin Rule Co. of Canada, Windsor.

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**GLAZIERS' TOOLS**  
Smith & Hemenway, New York.

**GRASS CATCHERS**  
Taylor-Forbes Co., Guelph.

**GRINDSTONES**  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

**GRINDSTONE FIXTURES**  
Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**  
Remington U.M.C. Co., Windsor.

Ross Rifle Co., Quebec.

**HACK SAW BLADES**  
E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Montreal.

**HALTERS—Leather**  
G. L. Griffith & Son, Stratford.

**HAMMERS**  
James Smart Mfg. Co., Brockville.

Stanley Rule & Level Co., New  
Britain, Conn.

Allan Hills Edge Tool Co., Galt.

**HAMMOCKS**  
Dominion Hammock Co., Dunn-  
ville.

Galt Robe & Hammock Co., Galt.

**HANDLES—Door, Drawer and  
Store**  
Taylor-Forbes Co., Guelph.

Stanley Works, New Britain,  
Conn.

Canadian Yale & Towne, Ltd., St.  
Catharines.

**HANDLES—Axe, Pick, etc**  
Lachute Shuttle Mfg. Co., Lachute  
Mills, Que.

Drayton Mills, Ltd., Drayton, Ont.

Turner, Day, Woolworth Co.,  
Louisville, Ky.

**HARNES AND BLANKETS**  
G. L. Griffith & Son, Stratford.

Burlington Windsor Blanket Co.,  
Toronto.



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.  
 Chicago Spring Butt Co., Chicago.

**HOCKEY STICKS**

Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.

**HORSE CLIPPING MACHINES**  
 B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
 Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**  
 Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**  
 Inevitable Renovator Co., Toronto.  
 Onward Mfg. Co., Berlin.

**HOSE REELS**

Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
 Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**  
 Steel Co. of Canada, Hamilton.  
 Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.  
 North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**  
 McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.  
 Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
 E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**  
 James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**  
 M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.

**IRONING AND BAKE BOARDS**  
 Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**  
 Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**  
 Taylor-Forbes Co., Guelph.

**KEY BLANKS**  
 Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**  
 E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**  
 Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**KNIVES—Draw**  
 Allan Hills Edge Tool Works, Galt.

Peck, Stow & Wilcox Co., South-  
 ington, Conn.

**KNIVES—Planer, Paper-cutting**  
 Simonds Canada Saw Co., Montreal.

Henry Disston & Sons, Toronto.

**LADDERS**  
 Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**  
 James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**  
 Canadian Sunbeam Lamp Co., Toronto.

**LAMPS—Incandescent**  
 Canadian Sunbeam Lamp Co., Toronto.

Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., Toronto, Ont.

**LAMPS AND BURNERS**  
 Ontario Lantern & Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**  
 L. Martin Co., New York.

**LANTERNS**  
 Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern & Lamp Co., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**  
 Canadian Yale & Towne, Ltd., St. Catharines.

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**  
 James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**  
 James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co., Tweed.

**LAWN FENCING**  
 McGregor Banwell Fence Co., Walkerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**  
 Gutta Percha & Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**  
 Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Preston.

**LAWN MOWERS**  
 Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**  
 James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., Toronto.

**LEAD PIPE**  
 Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**  
 Taylor-Forbes Co., Guelph.

**LEVELS**  
 Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New Britain, Conn.

**LEATHER—Soles, Etc.**  
 Beardmore & Co., Toronto.

**LINOLEUMS**  
 Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**  
 Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**  
 National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleveland, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**LUMBERING TOOLS**  
 Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**  
 E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.

**MALLETS**  
 Stanley Rule & Level Co., New Britain, Conn.

**MANUAL TRAINING BENCHES**  
 Richards-Wilcox Canadian Co., Ltd., London.

**MANGLES**  
 Cummer-Dowswell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**  
 Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**  
 Steel Trough & Machine Co., Tweed.

**MARINE SUPPLIES**  
 James Morrison Brass Mfg. Co., Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**  
 Chicago Hardware Foundry Co., Chicago, Ill.

**MATTOCKS**

Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**  
 Wayne Oil Tank & Pump Co., Woodstock, Ont.

**METALS**  
 Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

M. & L. Samuel, Benjamin & Co., Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILING AND WALLS**  
 McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co., Winnipeg.

Sarnia Metal Products Co., Toronto.

Metall Shingle & Siding Co., Preston.

**METAL POLISHES**  
 Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co., Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**  
 Meakins & Sons, Hamilton.

**METAL GARAGES AND SILO ROOFS**  
 Metal Shingle & Siding Co., Preston.

**METAL LATHS**  
 Pedlar People, Oshawa.

Metal Shingle & Siding Co., Preston.

Winnipeg Ceiling & Roofing Co., Winnipeg.

**MILL SUPPLIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**MIRRORS**  
 Toronto Plate Glass Imp. Co., Toronto.

Consolidated Plate Glass Co., Toronto.

Kinzinger & Bruce Co., Niagara Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**  
 Stanley Rule & Level Co., New Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**  
 Channell Chemical Co., Toronto.

**MOP WRINGERS**  
 Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORS**  
 Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**MOTOR ACCESSORIES**  
 Canadian Fairbanks-Morse Co., Montreal.

**NAILS (Cut)**  
 Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

**NAILS (Wire)**  
 H. S. Howland, Sons & Co., Toronto.

Imperial Steel & Wire Co., Collingwood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

**NAIL PULLERS**  
 Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**  
 Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**  
 Landers, Frary & Clark, New Britain, Conn.

**NUT CRACKERS**  
 Chicago Hardware Foundry Co., Chicago, Ill.

**OAKUM**  
 A. Ramsay & Son Co., Montreal.

Seythes & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

**OILS—Linseed**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Bottled**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OILS—Varnish**  
 Canada Linseed Oil Mills, Montreal and Toronto.

**OIL AND GASOLINE TANKS**  
 Steel Trough & Machine Co., Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

Metal Shingle & Siding Co., Preston.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Woodstock.

**OIL STORAGE SYSTEMS**  
 S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co., Tweed.

Wayne Oil Tank & Pump Co., Woodstock.

**OILERS—Engine and Machine**  
 Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**  
 Seythes & Co., Toronto.

**OIL CLOTHS**  
 Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
 Fairgrieve Metal & Stamping Co., Toronto.

**OILY WASTE CANS**  
 James Morrison Brass Mfg. Co., Toronto.

Metal Shingle & Siding Co., Preston.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**  
 Canada Wire & Iron Goods Co., Hamilton.

**PAISL—Wood**  
 Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
 Brandram-Henderson, Ltd., Montreal.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., Toronto.

Ottawa Paint Co., Ottawa.

R. C. Jamieson & Co., Montreal.

Low Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
 A. Ramsay & Son Co., Montreal.

**PAINTERS' TRETTLES**  
 Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.

McFarlane Ladder Works, Toronto.

Walker Bin & Store Fixture Co., Berlin.

**PAPERHANGERS' TOOLS**  
 Sanderson Percy & Co., Toronto.

A. Ramsay & Son Co., Montreal.

**PARIS GREEN**  
 Sherwin-Williams Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**PARLOE DOOR HANGERS**  
 Richards-Wilcox Canadian Co., Ltd., London.

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.

**PERFORATED METALS**  
 B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co., Hamilton.

**PICKS**  
 Welland Vale Mfg. Co., St. Catharines.

**PIG IRON**  
 Steel Co. of Canada, Hamilton.

Samuel, Benjamin & Co., Toronto.

**PIPE CUTTERS AND VISES**  
 Armstrong Mfg. Co., Bridgeport, Conn.

James Morrison Brass Mfg. Co., Toronto.

**PIPE AND FITTINGS—Black**



**PLATES AND HOOKS**  
Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.  
**PLOWS—Grading**  
Meaford Wheelbarrow Co., Meaford.  
**PLIERS**  
Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.  
Smith & Hemenway, New York.  
**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.  
**PLUMB BOBS**  
Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.  
**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.  
**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronuk, Ltd., Toronto.  
**POLISHING BRUSHES**  
Boeckh Bros., Ltd., Toronto.  
Meakins & Sons, Hamilton.  
**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.  
**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.  
McGregor Banwell Fence Co., Walkerville.  
**PULLEYS**  
Canadian Fairbanks-Morse Co., Montreal.  
Taylor-Forbes Co., Guelph.  
**PUMPS**  
Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.  
Beatty Bros., Fergus, Ont.  
Heiler-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.  
**RAKES**  
Welland Vale Mfg. Co., St. Catharines.  
**EASPS**  
Nicholson File Co., Port Hope.  
**RAZORS**  
Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.  
**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.  
Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
Sanderson-Harold Co., Paris.  
**REGISTERS—Hot Air Furnace**  
Canadian Heating & Ventilating Co., Owen Sound.  
Burrow, Stewart & Milne, Hamilton.  
Clare Bros., Preston.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
Pease Foundry Co., Toronto.  
James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.  
Tuttle & Bailey Mfg. Co., Bridgeburg.  
Hamilton Stove & Heater Co., Hamilton.  
**RIVETS**  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.  
**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.  
**ROD COUPLINGS**  
Otterville Mfg. Co., Otterville.  
**ROPE**  
Scythes & Co., Toronto.  
Consumers' Cordage Co., Toronto.  
**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.  
**ROOFING (Prepared)**  
Brantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.  
Canadian Supply & Contracting Co., Toronto.  
**ROOFING SUPPLIES**  
E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.  
**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.  
**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.  
**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.  
**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.  
**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.  
**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.  
H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.  
**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.  
Chicago Hardware Foundry Co., Chicago, Ill.  
**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.  
J. & J. Taylor Safe Works, Toronto.  
**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.  
Auto-Strop Safety Razor Co., Toronto.  
**SALAMANDERS**  
Gurney Foundry Co., Toronto.  
**SANDPAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.  
**SANITARY CLOSETS**  
Superior Mfg. Co., Hagersville.  
Steel Trough & Machine Co., Tweed.  
**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.  
Taylor-Forbes Co., Guelph.  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
**SASH CENTRES**  
Taylor-Forbes Co., Guelph.  
**SASH LIFTS**  
Stanley Works, New Britain, Conn.  
**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.  
**SASH WEIGHT—Lead**  
Canada Metal Co., Toronto.  
**SAWS**  
E. C. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Montreal.  
Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.  
**SAW HORSES—Folding**  
McFarlane Ladder Works, Toronto.  
**SAW SETS**  
Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.  
Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.  
E. C. Atkins & Co., Hamilton.  
**SCALES—Weighing**  
Canadian Fairbanks-Morse Co., Montreal.  
Burrow, Stewart & Milne, Hamilton.  
**SCRAPERS**  
Stanley Rule & Level Co., New Britain, Conn.  
Meaford Wheelbarrow Co., Meaford.  
Taylor-Forbes Co., Guelph.  
**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.  
**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.  
**SCREEN DOORS AND WINDOWS**  
Sanderson-Harold Co., Paris.  
**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.  
**SCREWS**  
P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.  
**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.  
**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**  
Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.  
North Bran, Mfg. Co., Philadelphia.  
Stanley Rule & Level Co., New Britain, Conn.  
**SCREW PLATES**  
Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.  
**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.  
**SHEARS—Sheet Metal**  
Peck, Stow & Wilcox Co., Cleveland, Ohio.  
**SHEET METAL SPECIALTIES**  
Burrows Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.  
Soren Bros., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.  
Walker Bin & Store Fixture Co., Berlin.  
**SHELF SUPPORTS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.  
**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.  
**SHOT**  
Steel Co. of Canada, Hamilton.  
**SHOTGUNS—Repeating**  
Remington Arms U.M.C. Co., Windsor.  
**SHOT SHELLS**  
Remington Arms U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.  
**SHOVELS AND SPADES**  
Lundy Shovel & Tool Co., Peterboro.  
Canadian Shovel & Tool Co., Hamilton.  
**SILVERWARE**  
Canadian Rogers Co., Toronto.  
Onida Community, Ltd., Niagara Falls, Ont.  
**SKATE STRAPS**  
G. L. Griffith & Son, Stratford.  
Owen Sound Steel Press Co., Owen Sound.  
**SKYLIGHTS**  
Metal Shingle & Siding Co., Preston.  
Wheeler & Bain, Toronto.  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg, Man.  
**SLEDGES**  
Taylor-Forbes Co., Guelph.  
**SLEDS**  
Canadian Buffalo Sled Co., Preston.  
Richards-Wilcox Canadian Co., Ltd., London.  
Gendron Mfg. Co., Toronto.  
**SNOW SHOVELS**  
Canadian Buffalo Sled Co., Preston.  
Sheet Metal Products Co., Toronto.  
Canada Steel Goods Co., Hamilton.  
**SOAP UBNS**  
Chas. Morrill, New York, N.Y.  
**SOLDER**  
Canada Metal Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McClary Mfg. Co., London.  
**SOLDERING IRONS**  
Brown-Boggs Co., Hamilton.  
**SPIRES**  
Steel Co. of Canada, Hamilton.  
**SPOKESHAVES**  
Stanley Rule & Level Co., New Britain, Conn.  
**SPONGES**  
A. Ramsay & Son Co., Montreal.  
Sanderson Pearcey & Co., Toronto.  
**SPORTING GOODS**  
Dominion Cartridge Co., Montreal.  
Marble Arms Mfg. Co., Gladstone, Mich.  
**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Montreal.  
**SPEATERS**  
Sherwin-Williams Co., Montreal.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
Canadian Fairbanks-Morse Co., Montreal.  
Specialty Mfg. Co., Grimsby.  
**SPRINGS AND AXLES**  
Guelph Spring & Axle Co., Guelph.  
Taylor-Forbes Co., Guelph.

**SPRING HINGES**  
Pommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.  
**SPRINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co., Toronto.  
**SPRINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co., Toronto.  
**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New Britain, Conn.  
**STALLS, STANCHIONS, AND COW-BOWLS—Metal**  
Metal Shingle & Siding Co., Preston.  
Steel Trough & Mfg. Co., Tweed.  
Beatty Bros., Fergus.  
**STAIR PLATES**  
Steel Equipment Co., Ottawa.  
**STAPLES**  
Steel Co. of Canada, Hamilton.  
Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Gananoque.  
Laidlaw Bale-Tie Co., Hamilton.  
**STORAGE BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.  
**STORM WINDOW HINGES**  
Watrous Acme Mfg. Co., Des Moines, Iowa.  
**STEEL RULES—Machinists'**  
Lufkin Rule Co. of Canada, Windsor.  
**STEP LADDERS**  
McFarlane Ladder Works, Toronto.  
Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.  
**STOVE TRIMMINGS**  
Radiant Electric Co., Grimsby.  
**STOVES AND RANGES**  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.  
Burrow, Stewart & Milne, Hamilton.  
Canadian Heating & Ventilating Co., Owen Sound.  
Copp Stove Co., Fort William.  
Clare Bros. & Co., Preston.  
Thos. Davidson Mfg. Co., Montreal.  
Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville, N.B.  
Specialty Mfg. Co., Grimsby.  
Findlay Bros., Carleton Place.  
Gurney Foundry Co., Toronto.  
Hall Zryd Foundry Co., Hespehar.  
Hamilton Stove & Heater Co., Hamilton.  
Kir-Ben, Ltd., Almonte.  
McClary Mfg. Co., London.  
D. Moore Co., Hamilton.  
Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Woodstock.  
Harrison Stove Co., Harrison.  
Supreme Heating Co., Welland.  
**STOVE BOARDS**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright & Co., Hamilton.  
Gurney Foundry Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.  
**STOVE PIPE DAMPERS**  
Eureka Damper Co., Montreal.  
Taylor-Forbes Co., Guelph.  
**STOVE PIPE SUNDRIES**  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toronto.  
Thos. Davidson Mfg. Co., Montreal.  
**STOVE AND RANGE CASTERS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
Moffat Stove Co., Weston.  
**STOVE POLISH**  
Duncan Electric Co., Montreal.  
Nickel-Plate & Stove Polish Co., Windsor, Ont.  
**STOCKS AND DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.  
**STOVE LADDERS**  
Richards-Wilcox Canadian Co., London.  
Milbradt Mfg. Co., St. Louis, Mo.  
**STORE FRONTS—Metal**  
Consolidated Plate Glass Co., Toronto.  
**SWINGS—Lawn**  
Stratford Mfg. Co., Stratford.  
**TABLE CUTLERY**  
Arch. McFarlane, Montreal.  
Onida Community, Onida, N.Y.  
Canadian Rogers Co., Toronto.  
**TACKS**  
Steel Co. of Canada, Hamilton.  
Parmenter Bulloch Co., Gananoque.  
**TANKS**  
Metal Shingle & Siding Co., Preston.



Wayne Oil Tank & Pump Co.,  
Woodstock.  
Steel Trough & Machine Co.,  
Tweed.

**TANK AND SILO TUGS**  
Otterville Mfg. Co., Otterville.

**TAPES—Measuring**  
Lufkin Rule Co. of Canada,  
Windsor.

**TUB STANDS**  
Otterville Mfg. Co., Otterville.  
J. H. Connor & Son, Ottawa.

**TENTS AND AWNINGS**  
Smart-Woods Co., Ottawa.

**THERMOMETERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**TINSMITHS' MACHINERY**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**Steel Bending & Brake Works**,  
Chatham, Ont.

**TINSMITHS' SHEARS**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**TINWARE**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

See also **Stameware**.  
**TOOLS—Mechanics'**  
North Bros., Philadelphia, Pa.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
Britain, Conn.

**TOOL GRINDERS**  
Taylor-Forbes Co., Guelph.

**TRAPS—Lavatory**  
James Morrison Brass Mfg. Co.,  
Toronto.

Canada Metal Co., Toronto.  
**TRAPS—Animal**

Onelda Community, Ltd., Niagara  
Falls, Ont.

Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

**TRAPS—Rat**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**TRAPS—Steam**  
James Morrison Brass Mfg. Co.,  
Toronto.

**TREE TRIMMERS**  
Taylor-Forbes Co., Guelph.

**TOWELS**  
E. C. Atkins & Co., Hamilton.

Henry Disston & Sons, Toronto.  
**TRUCKS—Warehouse**  
Canadian Fairbanks-Morse Co.,  
Montreal.

Burrow, Stewart & Milne, Hamil-  
ton.

**UMBRELLA HOLDERS**  
Springer Lock Mfg. Co., Belleville.

**VACUUM CLEANERS**  
Olward Mfg. Co., Berlin.

Invincible Renovator Co., Toronto.  
Clements Mfg. Co., Toronto.

**VARNISHES**  
Benj. Moore & Co., Toronto.

Low Bros., Ltd., Toronto.  
Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.  
Ottawa Varnish Co., Ottawa.

R. C. Jamieson & Co., Montreal.  
Imperial Varnish & Color Co., To-  
ronto.

Wm. Harland & Son, Toronto.  
**VENTILATORS—Metal**

Metal Roofing & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Sarnia Metal Products Co., To-  
ronto.

McClary Mfg. Co., London.  
**VATS—Steel Cheese**

Steel Trough & Machine Co.,  
Tweed.

**VISES**  
Stanley Rule & Level Co., New  
Britain, Conn.

National Machine & Supply Co.,  
Hamilton.

Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co.,  
Toronto.

Armstrong Mfg. Co., Bridgeport.  
**WAGON JACKS**

Richards-Wilcox Canadian Co.,  
New York.

**WAGON WATER TANKS**  
Steel Trough & Machine Co.,  
Tweed.

**WAFFLE IRONS**  
Taylor-Forbes Co., Guelph.

**WASH BOARDS**  
Wm. Cane & Sons Co., Newmarket.  
Conn.

Commer-Dowswell, Ltd., Hamil-  
ton.

**WASH TUBS**  
Wm. Cane & Sons Co., Newmarket.

**WASTE—Cotton and Wool**  
Scythies & Co., Toronto.

**WASHERS**  
Steel Co. of Canada, Hamilton.

Taylor-Forbes Co., Guelph.  
Canada Metal Co., Toronto.

Gutta Percha & Rubber, Ltd., To-  
ronto.

**WASHING MACHINES**  
Beatty Bros., Fergus, Ont.

J. H. Connor & Son, Ottawa.  
Cummer-Dowswell Co., Hamilton.

Maxwells, Ltd., St. Mary's.  
Geo. O. Kaitting & Sons, Galt.

Nineteen Hundred Washer Co.,  
Toronto.

Taylor-Forbes Co., Guelph.  
One Minute Mfg. Co., Toronto.

**WATER SERVICE SYSTEMS**  
Dayton Pump & Machine Co.,  
Dayton, Ohio.

**WATER AND HOG TROUGHS**  
Steel Trough & Machine Co.,  
Tweed.

Metal Shingle & Siding Co., Pres-  
ton.

**WEDGES**  
Taylor-Forbes Co., Guelph.

**WELL CURB—Corrugated Metal**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**WHEELBARROWS**  
Maxwells, Ltd., St. Mary's.

Meaford Wheelbarrow Co., Mea-  
ford.

**WHIFFLETREES**  
Drayton Mills, Ltd., Drayton, Ont.

**WHIP RACKS**  
Burrow, Stewart & Milne, Hamil-  
ton.

**WILLOW BASKETS**  
Meakins & Sons, Ltd., Hamilton.

**WINDOW SETS—Basement**  
Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

**WIRE CLOTHES LOOKERS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**WIRE DOOR MATS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

Kuhne-Anderson Mfg. Co., Port  
Hope.

**WIRE**  
P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

**WIRE DOOR PULLS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**WIRE CLOTH**  
B. Greening Wire Co., Ltd., Hamil-  
ton.

Canada Wire & Iron Goods Co.,  
Hamilton.

**WIRE FENCING**  
Banwell-Hoxie Wire Fence Co.,  
Hamilton.

McGregor, Banwell Fence Co.,  
Walkerville.

**WIRE FENCE STRETCHERS**  
Richards-Wilcox Canadian Co.,  
London.

McGregor Banwell Fence Co.,  
Walkerville.

Otterville Mfg. Co., Otterville.

**WIRE GOODS**  
H. Greening Wire Co., Hamilton.

McClary Mfg. Co., London.  
Canada Wire & Iron Goods Co.,  
Hamilton.

E. T. Wright Co., Ltd., Hamilton.  
Thos. Davidson Mfg. Co., Mont-  
real.

**WHITE LEAD**  
Benjamin Moore & Co., Toronto.

Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

Steel Co. of Canada, Hamilton.  
Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

**WOODENWARE**  
Wm. Cane & Son, Newmarket.

Thos. Davidson Mfg. Co., Mont-  
real.

Meakins & Sons, Hamilton.

**WRENCHES**  
Crescent Tool Co., Jamestown,  
N.Y.

**WEINGERS—Clothes**  
American Winger Co., New York.

Cummer-Dowswell, Ltd., Hamilton.  
Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

**WRINGER ROLLS**  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**ZINC ORNAMENTS**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.



## BATH ROOM FITTINGS

That you will be proud of

Write for our  
latest prices

These are  
MADE IN CANADA  
by

**Kinzinger, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.



Step Ladders, Ladder  
Chairs, Lace Curtain  
Stretchers, Ironing  
Boards, Tub Stands,  
Folding Beds, Chairs,  
Tables for Camps, Per-  
forated Chair Sets.

You will save money by  
learning our prices before  
placing your Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.

# DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods  
you sell. There's a bigger profit in "repeat sales" from  
a truly high class article than there is from any other  
kind. When you sell PAINT—Sell Moore's.

## MOORE'S PURE LINSEED OIL PAINTS

*The kind that keeps on selling*

*We ask dealers who are interested in getting and  
giving the best in the trade, to inquire from us.*

**Benj. Moore & Co., Limited**

THE SQUARE  
DEAL PEOPLE

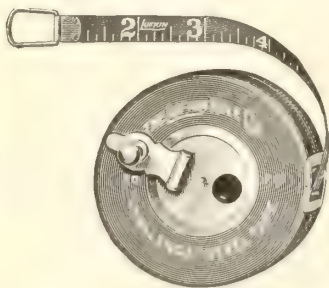
*Mfrs. of Paints and Varnishes*

**West Toronto**



# INDEX TO ADVERTISEMENTS

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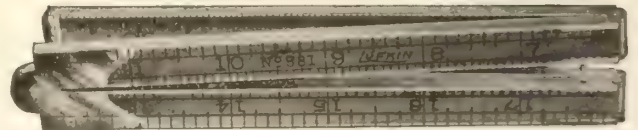
## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.  
WINDSOR, ONT.



RED  
**S**  
BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO



The Annual  
*Fall Trade Number*  
of  
Canadian Hardware Journal  
goes to press Aug. 25th

---

It will have many attractive features and contain more illustrations, more helpful hints for dealers and more interviews with successful retailers that will make the number more than usually interesting and helpful.

It will be kept for reference, even after it has received attention usually given to this paper.

Manufacturers should start a campaign now for bigger business. Canadian crop outlook warrants it.

*This September Fall Trade Number will be an attractive medium for you to reach the Hardware Trade of Canada.*

WRITE FOR FULL PARTICULARS

---

Canadian Hardware Journal

32 Colborne Street

Toronto, Canada



# Kir-Ben Lines for 1915



*Include the following :*



See  
**Kir-Ben**  
**Exhibit**  
at  
**Toronto**  
**Fair**

## **Kir-Ben Furnaces**

for Coal and Wood

## **Iron Duke Furnaces**

for Coal and Wood

## **Royal Furnaces**

for Coal and Wood

## **Kir-Ben Wood Furnaces**

for Wood Only

## **Kir-Ben Registers**

## **Kir-Ben Cast Iron Ranges**

## **Kir-Ben Steel Ranges**

See  
**Kir-Ben**  
**Exhibit**  
at  
**Toronto**  
**Fair**

Catalogues descriptive of the above will be cheerfully sent to the trade. Wood Furnace Catalogue is now being prepared. Steel Range Patterns are well under way and shipments will be made early in September.

*Kir-Ben Furnace line is the most complete in  
Canada. Write for particulars and prices.*

## **KIR-BEN AGENCY IS THE BEST**

### **Kir-Ben, Limited, Almonte, Ont.**

*Western Furnace Customers Address :*

The D. Moore Co., Limited  
J. A. Evans, Agent, Winnipeg

D. MacLachlan, 546 Howe Street, Vancouver



FALL TRADE NUMBER

# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

*Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Cloy-Worker, Motoring, Electrical Dealer and Contractor, Good Roads of Canada, The Canadian Nurse*

Vol. 7

TORONTO, SEPTEMBER, 1915

No. 9



**Again—** Simonds Saws  
Planer Knives  
and Files

*Win Prize Awards for Highest Excellence  
of Quality and Workmanship*

*Panama-Pacific International Exposition  
San Francisco, 1915*

**SIMONDS CANADA SAW COMPANY, LIMITED**

VANCOUVER, B.C.

St. Remi St. and Acorn Ave.  
MONTREAL, QUE.

ST. JOHN, N.B.



## Canadian Wm. A. Rogers Limited

Manufacturers of  
SILVERWARE AND CUTLERY

# Tipped Pattern in Nickel Silver



(NICKEL SILVER) is one of the marks that is permitted to be used by the Gold and Silver Marking Act when the article contains 10% or more of pure nickel. Nickel Silver Spoons and Forks stamped in this way and in combination with our trade-mark, see label on box illustrated above, is guaranteed 18%. Spoons and Forks made in this way are solid metal through-

out. As there is no plate to wear off, any good silver polish or paste, such as Rogers' Silverine or Niagara Cream Paste, can be used to clean them; the more they are cleaned the whiter and more beautiful they become.

Tied up in sets of six, packed one dozen in an olive green box and nicely labelled.

### *The line consists of*

TEA SPOONS, *small*

TEA SPOONS, *medium*

TEA SPOONS, *large*

DESSERT SPOONS

DESSERT FORKS

TABLE FORKS

TABLE SPOONS

SUGAR SHELLS

BUTTER KNIVES

If you cannot buy this quality of Spoons and Forks from your Jobber, write us direct for our prices and a sample spoon. The sample spoon will not cost you anything, and we would like you to try it with a file and see how hard it is,

and generally to compare it with any other similar line that you may now be handling. If you do so, we think you will give us the preference with your order.

*Trade Marks:*

Wm. A. Rogers  
1881 Rogers A 1  
Toronto Silverplate  
Company

## Canadian Wm. A. Rogers Limited

*Manufacturers of Silverware and Cutlery*

570 KING STREET WEST  
TORONTO

*Head Office and  
Factory:*

TORONTO

*Sales Rooms:*

TORONTO WINNIPEG



---

# Cutlery and Silverware

We carry a heavy stock by best known Sheffield makers of high-class Cutlery, and our reputation is unsurpassed in Canada for Quality and Service.

## Brass and Nickel-Plated Goods

*Coffee Percolators, Chafing Dishes  
Vegetable Dishes, Casseroles* in almost limitless variety.

We also display a full line of **Hot Point  
Electric Appliances** for domestic use.

These are noted for Quality and Finish  
and are right up to date in all respects.

# Rice Lewis & Son

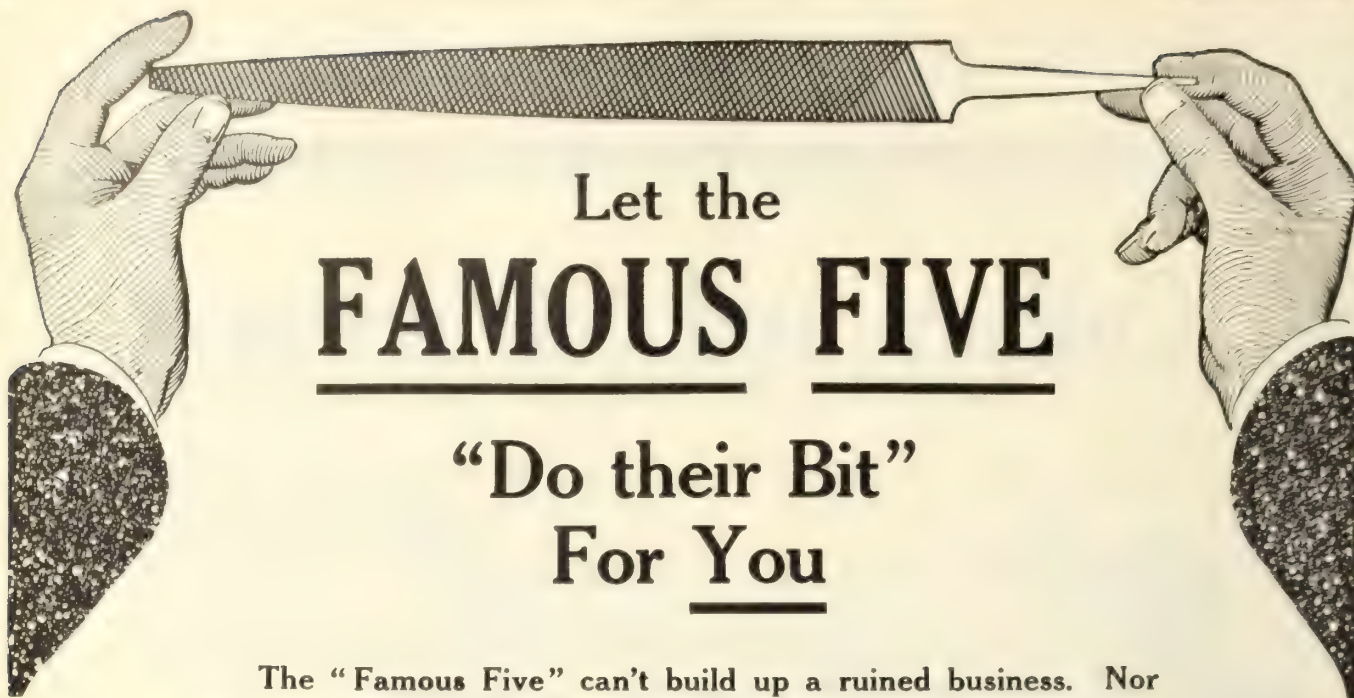
Limited

Toronto

Ontario

---





Let the  
**FAMOUS FIVE**

**“Do their Bit”  
 For You**

The “Famous Five” can’t build up a ruined business. Nor can they pay ALL the “over-head” of an up-to-date store.

But—they will pay you a NET yearly profit, unexcelled on any other line.

They will “do their bit”—and a good bit more—to make your store a source of perpetual profit.

They can be stocked in small quantities—and yet meet every demand of your trade.

They can be turned over rapidly—many times yearly—and yield a handsome profit every “turn.”

They can be sold with the absolute assurance of QUALITY—uniform in every file.

They can be put in with the satisfying knowledge that no one can beat you on price.

And they can be most profitably pushed with the aid of our consistent advertising—to teach the **Economy of Using More Files.**

For small stocks—quick sales—trade-winning QUALITY—  
 and more net profit from Files—concentrate on one of the  
 “Famous Five”:

**KEARNEY & FOOT  
 GREAT WESTERN  
 AMERICAN  
 ARCADE  
 GLOBE**

*(Made in Canada)*

**NICHOLSON FILE COMPANY**

PORT HOPE

ONTARIO

*Jobbers Everywhere*





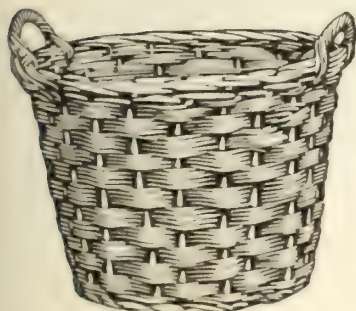
Apple Pickers' Jacket.  
Made of strongest Duck,  
well sewn.



Oval. Willow and Cane.  
Solid handle.



Round, made in three  
styles, swivel or solid  
handles, medium and  
large sizes.



Unpeeled Willow Root  
Basket. Strong and  
well made. Green or  
dry as wanted.



Oval. Ash and Hickory Split, Willow  
and Cane. Made in Medium Sizes.

## Stock these for Fall Trade

Dealers should take advantage of  
the large crop of apples this season  
for stocking at once a supply of

# Meakins' Apple Pickers' Baskets

The quality, workmanship and durability of  
Meakins' Baskets are beyond question.

We have a large stock on hand, and are in  
a position to make immediate delivery. We  
would suggest looking over your stock of this  
line at once and sending your orders at the  
earliest possible date to avoid disappointment.

*Makers of all kinds of Brushes  
for all purposes*

**Meakins & Sons, Limited**  
Hamilton Ontario



# Make More Money Selling These *Maxwell Lines*

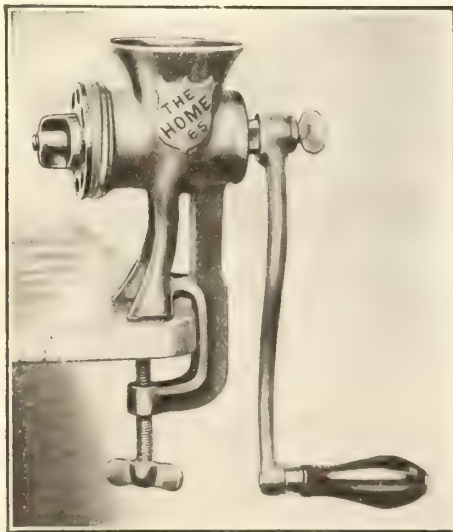
Well Made, Well Known and Well Advertised

HERE ARE THREE MAXWELL LINES  
GREATLY IN DEMAND JUST NOW



HIGH-SPEED CHAMPION WASHER

A perfect and complete washer which almost runs by itself. It has a lever at top, also crank handle at side, both equally easy to use. Not a better washer on the market than this.



HOME 65 FOOD CHOPPER

One of the best selling lines you ever handled. A new machine made in standard family size, much stronger than the ordinary type of machine, embodying all the latest principles. Cap fits close, rendering the machine quite watertight. Supplied with different cutting plates.

Maxwell lines are well known and well advertised. Everywhere the demand is growing continually, and you will find any of these Maxwell lines quick sellers and good profit - getters — simply because they are what the people want.

*Write to-day for  
Illustrated Catalog*

## Maxwells Limited

St. Marys, Ontario



FAVORITE CHURN

More Favorites are sold annually in Canada than all other makes combined. Barrel of best imported oak with aluminum-finished hoops, exceptionally large roller bearings, easy running and durable. Note the bow lever handle, adjustable to turn left or right, as desired.



BRITISH BUTTER MAKER

Results in better butter and bigger profits. Adopted by the best dairies in Great Britain and Canada. Makes the butter firm, even and consistent. In three sizes — 14 inches, 17 inches, and 20 inches wide.

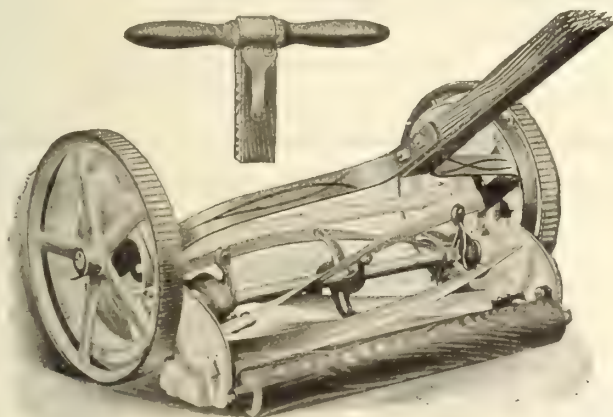


# Lawn Mowers and Spring Hinges for 1916

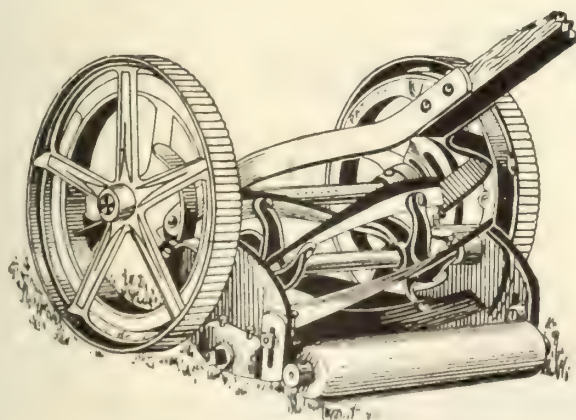
If your jobber does not handle these lines we will sell you direct.

Get our Catalogue before ordering your supply.

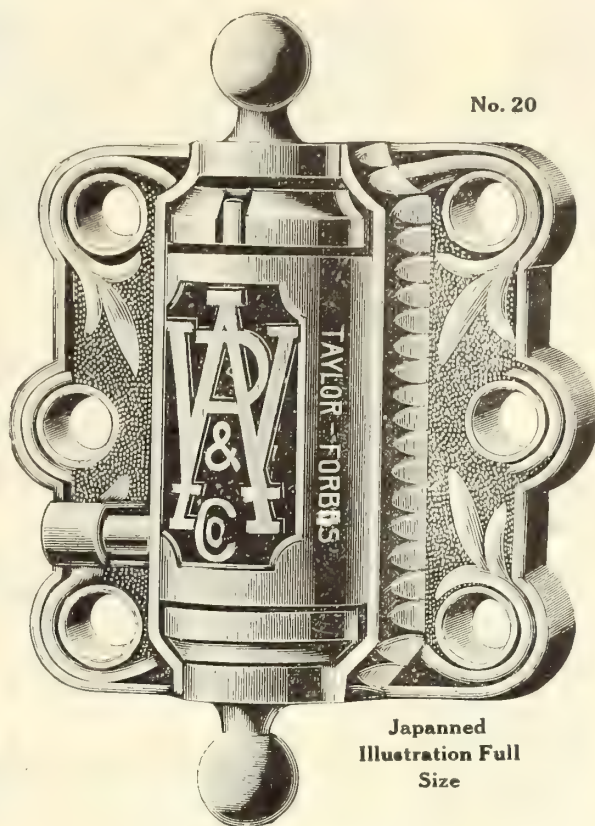
Every Lawn Mower guaranteed one year from date of purchase.



The "Empress"



The "Woodyatt"



No. 20

Japanned  
Illustration Full  
Size

## THE "EMPRESS"

Open four and five-knife cylinder, 10½-inch wheels. Special tool steel knives, oil tempered. Case-hardened adjustable bearings and balls. Specially prepared, polished steel shafts. Cheeks easily attached. Made with grass-box attachment.

## THE "WOODYATT"

Open four and five-knife cylinder. Tool steel knives, oil tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high-grade mower in the world.

**THIS GUARANTEE GOES WITH EVERY T. F. LAWN MOWER.**

If for any reason, at any time within one year from date of purchase, the purchaser of a Taylor-Forbes Lawn Mower is not satisfied with his purchase, we INSIST on giving him a new machine or refunding his money.

**Taylor-Forbes Co., Limited**  
Head Office and Works: **Guelph, Ont.**

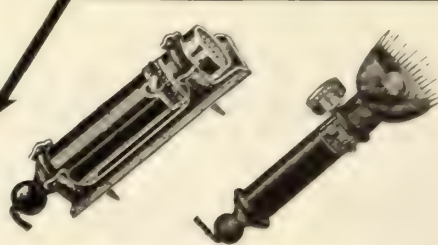
### BRANCHES AND AGENTS:

Taylor-Forbes Co., 216 Craig St., Montreal.  
Canadian United Mfrs. Agency, London, Eng.  
H. G. Rogers, 147 Prince William St., St. John, N.B.  
H. F. Moulden & Son, Travellers' Bldg., Winnipeg, Man.  
Taylor-Forbes Co., Ltd., 1070 Homer St., Vancouver, B. C.





INSPECTION LAMPS



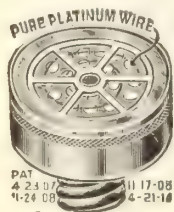
ELECTRIC CIGAR LIGHTERS

# "PRESTO" SPECIALTIES

*For Automobiles and  
Motor Boats*



Presto Ford and Presto Star watch  
type cigar lighter, \$3.35



Pure platinum wire  
PAT. 4-24-07 11-17-08  
4-24-08 4-21-10  
Presto cigar lighter tip, full size.  
Pure platinum wire is used in  
the heating element. They last—  
others don't.

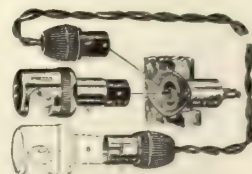
SUPPLY DEALERS Join the thousands of wide awake dealers  
who catalogue and stock these "Presto" Specialties. Quick  
sales and big profits. Write for terms and complete cata-  
logue. Generous margin of profit for you.

*For Sale by all Canadian Jobbers*

## Metal Specialties Mfg. Co.

730-738 West Monroe Street

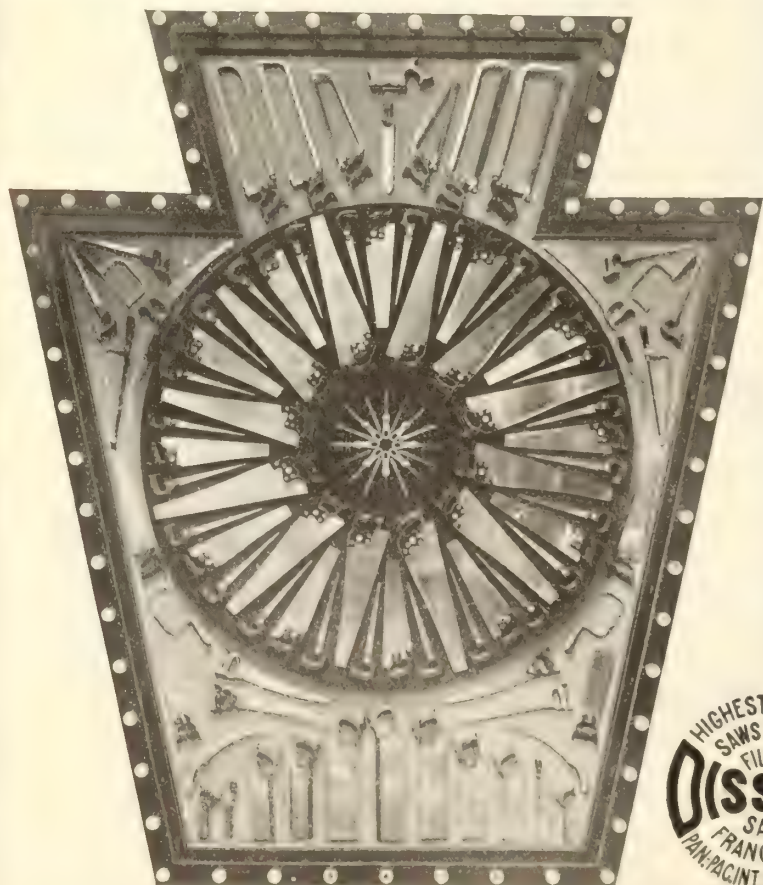
Chicago, Ill.



Combination Dash and  
Inspection Lamp.



Presto automatic cord winders  
are used with cigar lighters and  
keep the cord out of the way and  
out of sight, \$3.35.



Keystone No. 1

## Disston Exhibit

*Panama-Pacific  
International Exposition*

## Highest Award

**SAWS  
TOOLS  
FILES**



**Henry Disston & Sons**  
Limited

2-20 Fraser Ave., Toronto, Ont.





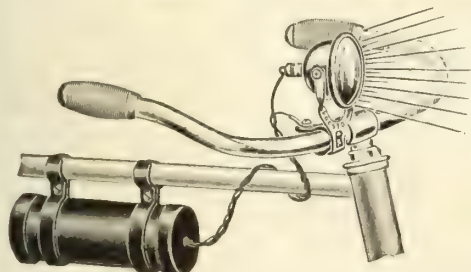
No. 1020  
"Presto"  
hand lamp  
with screw  
top cover  
on metal  
container  
and 2 inch  
bull's eye



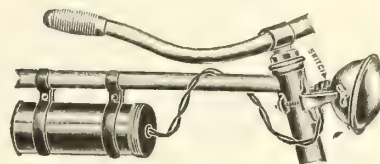
No. 1040  
"Presto"  
electric  
two cell  
battery  
hand lamp  
with 3 in.  
bull's eye



No. 1030  
"Presto"  
hand lamp  
with screw  
top cover  
on metal  
container  
and 3 inch  
bull's eye



No. 1050 "Presto" Bicycle Lamp with metal container  
and 2 inch bull's eye



No. 1060 "Presto" Bicycle Lamp with  
metal container and 3 inch bull's eye.

## Presto Specialties

All "Presto" Electric Battery Hand Lamps have movable reflectors, pivoted so that the light can be thrown at any angle, tungsten bulbs and powerful reflectors that give a maximum efficiency and long life.

Write for information of our full line

Manufactured by

### Metal Specialties Mfg. Co.

730-738 West Monroe St., Chicago, Ill.

Canadian Agents for Hand Lamps and Bicycle Lamps.

W. B. Morrow, of Toronto, distributor for Ontario.

H. Wheeler, of Montreal, distributor for Quebec.

Henderson & Richardson of Montreal, distributors for Maritime Provinces.

The H.S. Mussett Company, Winnipeg, distributors for Manitoba.

Regina Heating & Sheet Metal Co., Regina, Sask, distributors for Saskatchewan & Alberta

## Now is the time your Customers are looking around for Fall hunting supplies

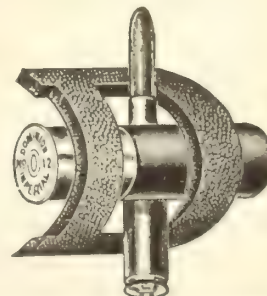


A store well stocked with Guns, Ammunition and Camp equipment, attractively displayed, will get the business. The *Dominion* window trim will help you bring the trade to your counters. If you have not received your supply of *Dominion* advertising, let us know so you can be in on the prize contest, which is fully explained in the envelope enclosed with the advertising matter.

The *Dominion Canuck* is a shot gun shell which combines speed—power and penetration to give absolute shooting satisfaction. The perfect smokeless shot shell. You know the *Regal*, *Sovereign* and *Crown*.

STOCK CANUCKS THIS FALL AND WATCH YOUR SALES INCREASE

**Dominion  
Cartridge  
Co., Limited**  
120 St. James St.  
MONTREAL





## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

### The American Wringer Co.

New York, U. S. A.



WHEN  
THE CUSTOMER READS

**DU PONT**

**On The Shell Box**

NO ARGUMENTS ARE  
NEEDED TO INDUCE  
HIM TO BUY

BY EXPERIENCE, or observation of others using  
this dependable powder, your customer has ac-  
quired a preference for this widely known powder.

### SIMPLIFY YOUR STOCK

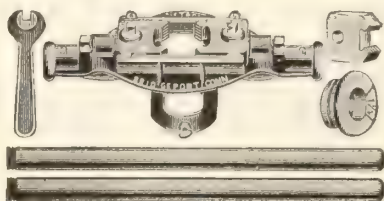
by specifying DU PONT for Smokeless loads and  
DU PONT RIFLE for Black Powder in shell or  
bulk. Do this and tie your store to our continual and  
effective promotion of trapshooting. Sell the customer  
DU PONT LOADS. Make a quick, safe and sure  
sale.

*For Powder Booklets, Trapshooting Club Helps  
Hangers for Display, Advertising Aids  
or Any Information About Powders  
For Any Requirements  
Write Dept. 499*

## DU PONT POWDER CO.

Makers Since 1802

WILMINGTON, DEL., U. S. A.



## Genuine Armstrong Stocks and Dies

are so well known to the steam and gas fitting  
trade that it is to every hardware dealer's  
advantage to stock this line.

The Genuine Armstrong Stocks and Dies of  
which we are sole manufacturers are built  
with great care and mechanical supervision  
and guarantee the user complete satisfaction.

Write for Catalogue TO-DAY

### The Armstrong Mfg. Co.

333 Knowlton St. Bridgeport, Conn.

Manufacturers of  
Water, Gas and Steamfitter's Tools

## MILBRADT LADDERS



Mean a saving of  
time and better ser-  
vice to your custom-  
ers by bringing the  
goods on the top  
shelves within easy  
reach.

They are durable,  
being made of the  
finest hardwood  
lumber; are per-  
fectly safe, as they  
cannot jump the  
track; take up the  
least possible space  
and run noiselessly  
and so easily that a  
slight push will pro-  
pel a ladder the  
length of an ordin-  
ary store

Write for our complete  
ROLLING LADDER  
CATALOGUE, showing  
many styles suitable for  
all kinds of shelving.

### MILBRADT MANUFACTURING CO.

2400 N. 10th Street

St. Louis, Mo.



# Grand Prix

The Highest of Honors

"For MODERN Firearms and Ammunition"

Awarded to

**Remington  
UMC**

A JURY of Experts, making their final decision at THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, awarded the Grand Prix "For MODERN Firearms and Ammunition" to the Remington Arms-Union Metallic Cartridge Company in recognition of the century of Progress evidenced in the up-to-the-minute Remington-UMC products exhibited at the Big Fair—and found in the hands of alert Sportsmen the world over.

There are awards and awards—the Panama-Pacific verdict is but one of a long line of honors that have come to Remington-UMC from practically every country on the globe. BUT—the securest and most treasured of all Remington-UMC honors is found in the place which this *Sign of Sportsmen's Headquarters* occupies in the minds and hearts of the Sportsmen of the World.



**Remington Arms-Union Metallic  
Cartridge Co.**

(Contractors to the British Imperial and  
Colonial Governments)

WINDSOR, ONT.

London, Eng.

New York, U.S.A.



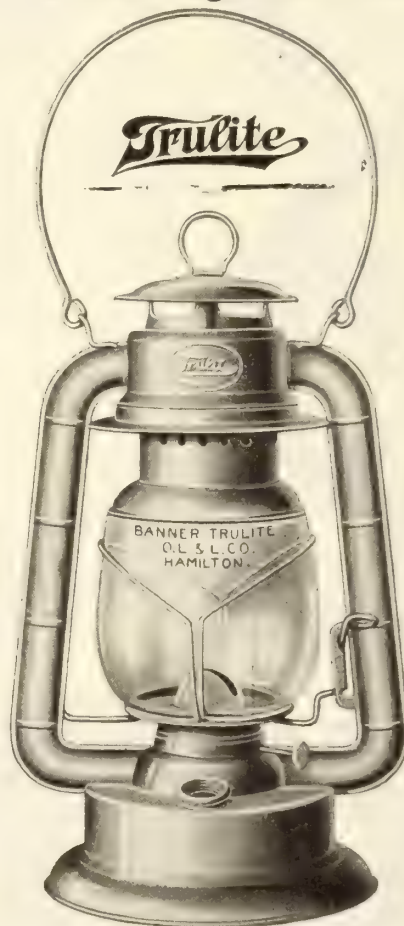


# Trulite

**"THE LANTERN OF EXCELLENCE"**

*Guaranteed Against Defects*

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The Lantern to Stock: *Trulite*

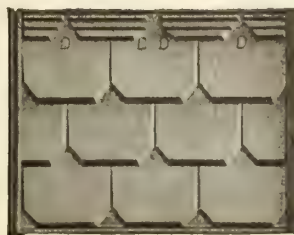
MANUFACTURED BY

**Ontario Lantern & Lamp Co.,**  
**HAMILTON, CANADA**  
 MONTREAL WINNIPEG  
*Limited*

ALSO STOCKED BY ALL JOBBERS

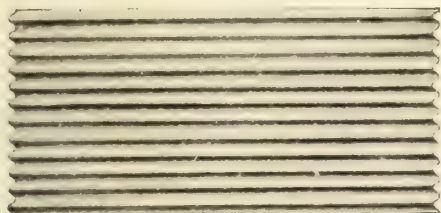


*"Quality First"*  
**"METALLIC"**



**"Eastlake" Shingles**

*"The finest shingles that ever shed water off a roof"*

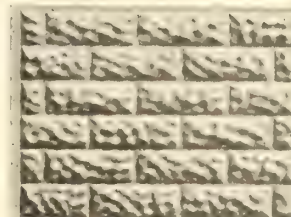


**Corrugated Iron**

*Big Stocks—Prompt Shipments—Right Prices*

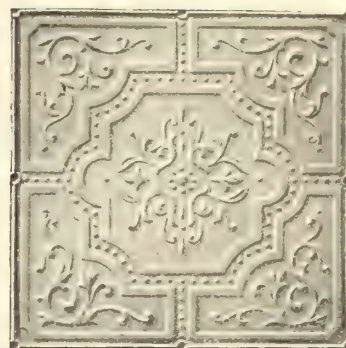
**WE MANUFACTURE**

"Eastlake" Shingles  
 Metallic Sidings  
 Corrugated Iron  
 Metallic Ceilings and Walls  
 Metallic Lath  
 Metallic Corner Bead  
 Ventilators  
 Skylights  
 Barn Roof Lights  
 Ornamental Roofing Tiles  
 Roof and Tower Finials  
 Weathervanes  
 Eave-Trough and Pipe, Ridges, Valleys, Hips, Flashings  
 Portable Steel Granaries  
 Galvanized Cornices  
 Special Galvanized Iron Work  
 Fireproof Doors and Windows  
 Pressed Zinc Ornaments  
 Sash-Operator



**Metallic Siding**

*Several Patterns, Ptd or Galv'd*



**Metallic Ceilings**

*Get our catalogue*

**What WE Do to Help You Sell Our Goods**

We supply you with an outfit of catalogues, price lists, and samples. We refer enquiries to you. We write letters and send advertising matter to your prospects. We supply you with attractive illustrated circulars for placing on your counters, or mailing out with your statements. We advertise heavily to consumers in farm papers, etc. We supply cuts and suggest copy for advertisements in your local paper. We prepare estimates of your jobs for you. If need be, we send a representative to help you close the order.

And if there is any other way we can help you, just let us know.

**EAVETROUGH and CONDUCTOR PIPE**

*Die Stamped Eavetrough  
 Saves You Money  
 WE MAKE IT!*

**GET OUR  
 ILLUSTRATED  
 PRICE LIST**

*Plain Round or  
 Corrugated Pipe  
 BIG STOCK OF PIPE AND  
 TRIMMINGS*

**The Metallic Roofing Co., Limited**

MANUFACTURERS

**TORONTO AND WINNIPEG**

*The Quality House is Safest—Think of Safety First*



Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

### MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.

## Wire Nails, Baling Wire and Bale-Ties OF THE BEST GRADE



There will be large quantities of hay baled  
this season and it will pay you to feature  
our line of baling wire *made from*  
*special Bessemer Steel.*

We recommend our Bale-Ties and Wire  
Nails as the best that can be secured on the  
market. Our goods possess the qualities  
that bring to your store new customers.

WRITE FOR PRICES

### The Laidlaw Bale-Tie Co.

HAMILTON, ONT.

Limited

Geo. W. Laidlaw  
Vancouver, B.C.

Harry F. Moulden  
Winnipeg, Man.

## Hercules



Step  
Ladder

## Stratford Step Ladders Lead in Serviceability

We manufacture a variety of styles for painters and general  
use, which are guaranteed to give the very best service. We  
also make any special shape or size ladder to suit your  
trade. Try the Stratford Line—they are made to earn  
your approval.

*Catalog of our lines on request.  
Better have one for your files.*

### Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding  
Chairs and Tables, Chairs for Assembly Seating, Lawn Camp, and  
Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

# "TIGER" WHITE LEAD

*The Lead With the Spread*

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

### The Steel Company of Canada, Ltd.

HAMILTON  
VANCOUVER

MONTREAL  
VICTORIA

TORONTO  
HALIFAX

WINNIPEG  
ST. JOHN



"Reliability in Rubber"



# RUBBER GOODS

## FOR THE HARDWARE TRADE

We make Hose of all kinds,  
Packings to suit every requirement,  
Belting for all purposes,  
Tubing, Valves, Valve Discs,  
Force Cups and Plumbers' Supplies,  
Wringer Rolls, Rubber Mats and Matting  
Stair Treads, Interlocking Rubber Tiling  
Automobile, Carriage and Truck Tires, Etc., Etc.

SEND FOR CATALOGUE AND BOOKLETS

### Gutta Percha & Rubber, Limited

TORONTO, MONTREAL, FT. WILLIAM, WINNIPEG, REGINA, SASKATOON,  
CALGARY, EDMONTON, VANCOUVER

SYDNEY, MELBOURNE AND PERTH, AUSTRALIA





## "YANKEE" VISE

No. 1993

### WITH SWIVEL BASE

*A Great Little Vise  
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

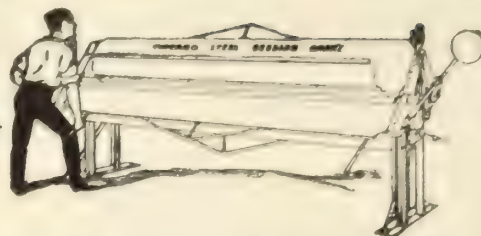
Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws  $2\frac{3}{4}$ " wide,  $1\frac{7}{8}$ " deep,  
opening  $3\frac{1}{8}$ ", Base  $7\frac{1}{2}$ " long.

*Your Jobber will supply you*

**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.



## How Long Will YOU Do without this Money-Saver?

The sheet metal department that is not equipped with the *best* Bending Brake is positively *losing money* every month.

### The Chicago Steel Bending Brake

has proven beyond all doubt its ability to produce work cheaper, faster and better than any other brake on the Canadian market. Made in 200 different sizes.

*Write for our Proposition*

**The Steel Bending Brake Works**  
Chatham, Ontario LIMITED

## Wayne

### The System You Should Have

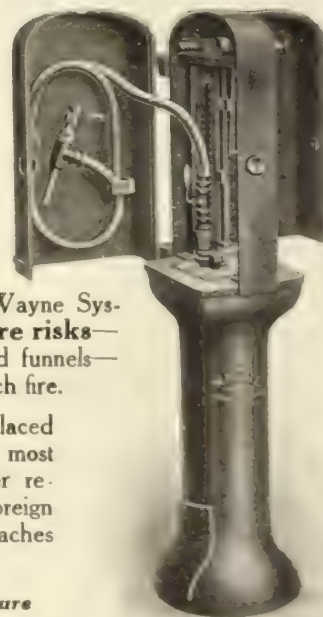
Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.

When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

*Write Us for Literature  
and Prices*

**Wayne Oil Tank & Pump Co., Limited**  
Woodstock Ontario







*Quality*  
THAT SELLS QUICKLY

## STACK GAS WATER HEATER

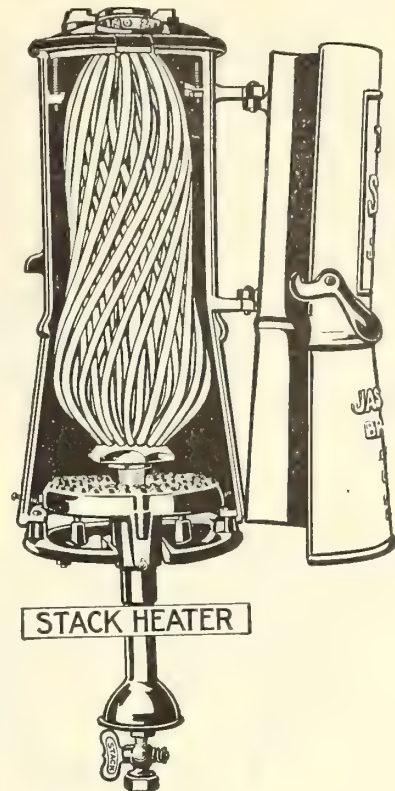
Ten years of satisfaction-giving service has proved the reliability of the Stack Gas Water Heater.

Your customers will appreciate the trouble-proof qualities of this serviceable household necessity, particularly as regards time-saving and economy. **One minute after Heater is lit, it gives hot water at the tap.**

Possibilities of sediment lodging in heater and forming a "coating" between heat and the water is entirely eliminated in the "Stack."

The heated water is kept rapidly moving, preventing possibility of stoppage.

Dealers will find the Stack Gas Water Heater the easiest seller and the quickest to instal.



Nearly forty years of diligent efforts to produce

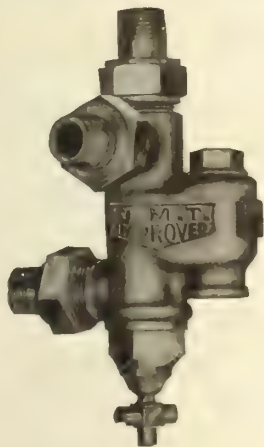
## The Best in Steam Goods

underlies the popularity and quick-selling qualities of the Morrison Line

When you sell an engineer any of the Morrison line of steam goods, you practically guarantee yourself future patronage.

**The Morrison Steam Goods have been approved by the provincial boards of steam boiler inspectors.**

Goods bearing the "J.M.T." trade-mark will do everything claimed for them and continue to do it with ordinary attention.



## Morrison Plumbers' Supplies, Etc.

have unrivalled quality and finish. This, in conjunction with their moderate price, makes them top-notch business getters.

**The James Morrison Brass Mfg. Company, Limited**

93-97 Adelaide Street West  
TORONTO - CANADA

*value*





## Flags

We manufacture and stock complete line of Union Jacks, Canadian Ensigns British Ensigns and Flags of all the Allies. These are made of best quality sewn wool bunting.

## Cotton Duck

We stock large variety of weights and widths of Wide and Ounce Ducks or can supply promptly from mill any special line required.

## Twines

We stock most complete line of twines in Canada. Italian, Russian, Hemp, Jute and Cotton twines for every purpose. Write us for samples.

## Cordage

We stock all sizes Manila Rope, Sisal, Italian, Russian and Jute Cordage, as well as Cotton Rope and Sash Cord.

## Cotton Waste and Wipers

We manufacture these lines and carry complete stock of all grades. Write us for samples.

### ALSO THE FOLLOWING:

**Tents**

**Waterproof Duck Covers**

**Horse Covers**

**Jute and Cotton Bags**

**Oiled Clothing**

**Jute Packing**

**Marine and Plumbers'**

**Oakum.**

**Candlewick**

You will note from above large variety of lines which we handle, and would like to have your request for prices on any of same which interest you.

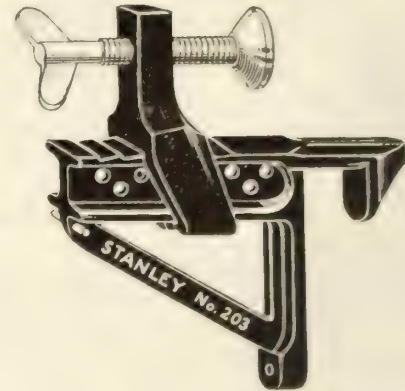
**Scythes & Company Limited**

*Manufacturers and Jobbers*

**TORONTO**

**MONTREAL**

# Stanley Tools



## Stanley Bench Bracket

**No. 203**

A tool that will immediately commend itself to the Carpenter, the Cabinet Maker or, in fact, to anyone occupied or interested in carpentry or woodworking of any kind where a bench is necessary.

It simply requires that one or more holes (not smaller than one inch) be bored in the front of the bench. The shape of the tool is such that when the jaw or nose is put through the hole, it is automatically held in place, and by means of the screw clamp, the board being worked upon, is quickly and firmly secured.

The body of the bracket is made of iron—japanned, and the clamp screw is strong, well threaded and nickel plated.

You will find this to be a good seller. Write us for prices, etc.

**STANLEY RULE & LEVEL CO.**  
**NEW BRITAIN, CONN. U.S.A.**



## Mr. Hardware Merchant

### THIS IS FREE TO YOU

In order to help you sell our sifters we offer you, **absolutely free**, a large **Electric Photo Flasher** display of our sifters in motion, etc. This will be a splendid *attraction for your store.*

## The Burrowes Patent Ash Sifter

is the most satisfactory on the market. Double rims and closed scuttle make it dustless. The large space for ashes to sift freely together with the long rocker motion, convenient height, long handle, etc., make ash sifting almost a pleasure. ¶ You recommend it the way we do to you and you can sell dozens. Our sifters are larger and better this year, with lower prices.

WRITE TO-DAY TO

**The Burrowes Manufacturing Co.**

TORONTO : ONTARIO

**Read  
this issue  
from cover  
to cover**

*Then you will agree  
that this paper is  
worth several times  
the price.*

**\$1.00 a year**

**Send your subscrip-  
tion in to-day.**

**The Commercial Press, Limited**  
32 Colborne Street, Toronto

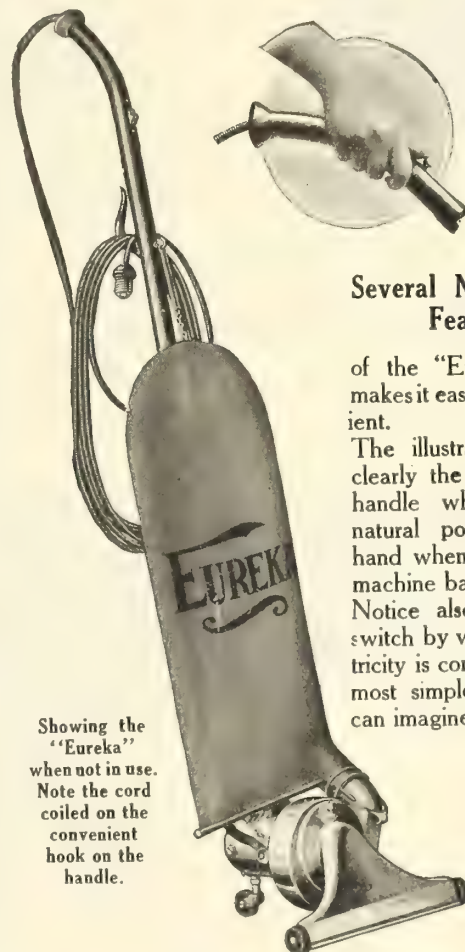
The

# EUREKA

Electric

## Vacuum Cleaner

has been awarded the Grand Prize which is the highest award obtainable at the Pan-ama-Pacific World's Exposition



Showing the convenient button switch.

### Several New Special Features

of the "Eureka" which makes it easy and convenient.

The illustration shows clearly the curve of the handle which fits the natural position of the hand when drawing the machine back and forth. Notice also, the button switch by which the electricity is controlled. The most simple device you can imagine.

Showing the "Eureka" when not in use. Note the cord coiled on the convenient hook on the handle.

## This is the time to Feature

the Eureka Vacuum Cleaner which with all its new features, the price remains the same.

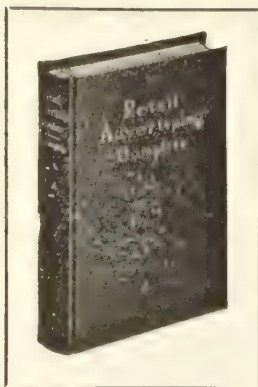
Write us for our new Literature and Trade Prices

**Onward Manufacturing Company**

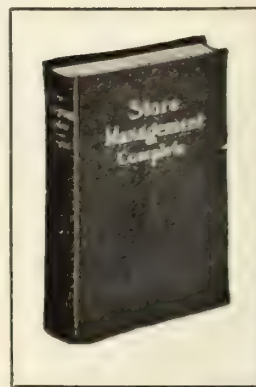
Berlin - Ontario



# Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and



find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.

## Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

## Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success, that's the book.

252 Pages, 5 x 7 inches, Cloth  
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

# The Commercial Press, Limited

### Publishers of

Canadian Hardware Journal  
The Retail Grocer and Provisioner  
Canadian Furniture World  
and The Undertaker  
Retail Druggist of Canada  
The Canadian Nurse

32 Colborne Street  
Toronto, Canada

### Publishers of

The Canadian Manufacturer  
The Canadian Builder and Carpenter  
The Canadian Clay-Worker  
The Electrical Dealer and Contractor  
Motoring  
Good Roads of Canada.



You'll be pleased  
with



## Galvanized Sheets

NO DELAYS—NO EXPENSIVE CRATES—NO SALT WATER STAINS—  
NO DUTY OR PREMIUM ON EXCHANGE—AND INCIDENTALLY—

**MADE IN CANADA**



### Quality

Made in the most modern plant in the business. Every improvement. A selected force of skilled workmen. The best raw materials.

### Service

The great lakes at our door—and Three Leading Railways running into our plant—insuring prompt service and quick deliveries.

### Price

Send us your specifications for Fall requirements. The price will speak for itself. We want to know you and to serve you—NOW!

*NOTE.—We can now make IMMEDIATE DELIVERIES of "Premier" Galvanized Sheets*

**DOMINION SHEET METAL COMPANY, Limited, Hamilton, Canada**



# STOVE PIPE ELBOWS



## "COOPER" FLAT CRIMP

These elbows are not rivetted but are adjustable to a certain limit to fit all makes of stove pipe.

The smooth surface offers no lodging place for dust or dirt.

3, 4, 5, 6, 7 inches.

Packed 1 dozen in a carton.

*We are sole makers of machine-made furnace elbows.*

## "O. H." CORRUGATED CRIMP

Locked rigidly at each end.

The strongest elbow made.

3, 4, 5, 6, 7 and 8 inches.

Wired 1 doz. in a bundle.

Elbows in Tin, Black Iron or Galvanized Iron for all purposes from the smallest Gas Stove to the largest Furnace.



HEADQUARTERS FOR STOVE PIPE, DAMPERS, COLLARS, AND ALL SUNDRIES

Manufactured by **E. T. WRIGHT CO., LIMITED**, Hamilton, Canada



Step Ladders, Ladder Chairs, Lace Curtain Stretchers, Ironing Boards, Tub Stands, Folding Beds, Chairs, Tables for Camps, Perforated Chair Sets.

You will save money by learning our prices before placing your Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.



## BATH ROOM FITTINGS

That you will be proud of

*Write for our  
latest prices*

These are  
**MADE IN CANADA**  
by

**Kinzinger, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
**INTERNATIONAL**  
Expositions



Special Grand Prize  
**GOLD MEDAL**  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

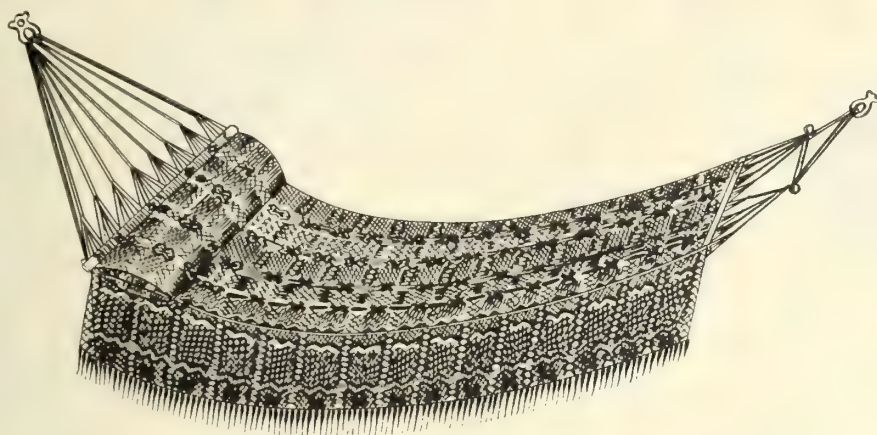
**G. & H. BARNETT COMPANY,** Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

*If you want to Buy or Sell a Retail Business Try a  
Want Ad in this paper for Quick Results*



# "Galt" Hammocks



*Designing  
and  
Quality  
of the  
Best*

## We Sell Direct to the Dealer

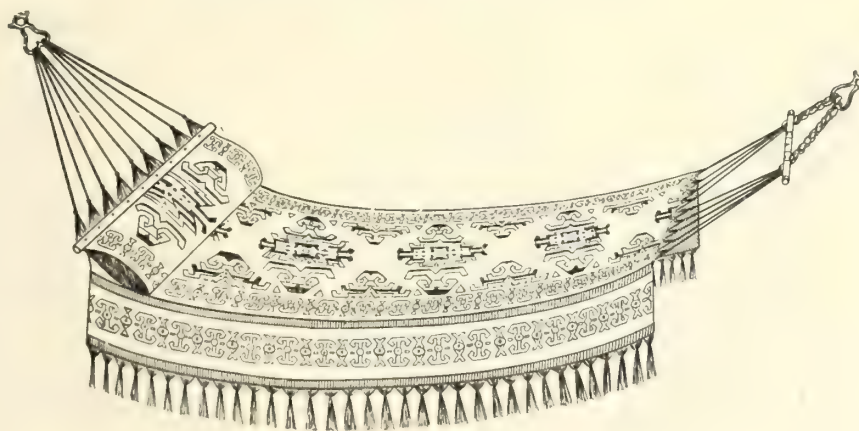
Our representative is going to call on you direct from factory with smartest line of Hammocks yet produced.

If, after seeing our line, you are not perfectly satisfied that we have the

values, you still have plenty of time to buy off the other fellow.

We are going to give **You** the profit that the middleman has taken for himself in the past years.

*You owe it  
to yourself  
to look over  
our line  
before buying*



## Galt Robe & Hammock Co., Galt, Ont.

Sold through the Wholesale Trade  
Only in Eastern and Western Canada



## Reduction in Price but Quality will Remain the Same



On account of our increased facilities we are enabled to make a reduction of \$2 on our models "S" and "T" and \$1.50 on model "R"

### "Cadillac"

Vacuum cleaner, model "S", illustration herewith is bound to be a good seller, it has wood top, mahogany piano finish, three bel-lows of highest grade rubber treated cloth. Entirely new invention of dust pan for collecting lint and threads. This machine is one of the best built cleaners of this type on the market and is fully guaranteed.

Write for particulars.

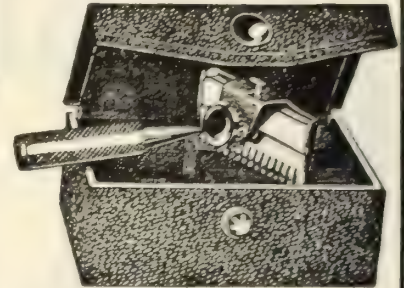
**Clements Manufacturing Co.**  
76 Duchess Street, Toronto, Ontario

## The only Eny-Angle Safety Razor on the market and sells at the Moderate Price of \$1.50

The  
*Eny-Angle*

Highly Nickeled. 12  
First Class Blades in  
well-made compart-  
ment box.

\$10 a dozen to the  
Trade



## 80% Profit and No Risk

Here is a razor that will sell well and that will make good after it has been sold; at the same time it yields to the trade a profit that will justify each dealer making a feature of it during the coming Fall and Christmas Season trade.

Write for trial order of three and you will be furnished with attractive advertising matter

**Canadian Selling Company**  
74 St. Antoine Street, Montreal, Quebec

# THE HARDWARE BUYERS' DIRECTORY

No buyer can go wrong in purchasing "Acorn Quality Products."

The following products manufactured by this Company are guaranteed to give satisfaction:

## "ACORN QUALITY PRODUCTS"

### "Acorn" Sidings—

Small Sheet, galvanized  
Small Sheet, painted  
Large Sheet, galvanized  
Large Sheet, painted  
Special Siding  
Continuous Rock Faced Stone  
Clap Board Siding  
Galvanized Corner Trimming  
Painted Corner Trimmings  
"Acme" Ready Roll Roofing

### Awnings.

"Acorn" Ridge  
"Acorn" Corrugated Hip  
"Acorn" Stable Windows  
"Acorn" Tank  
"Acorn" Stable Door  
"Acorn" Barn Door  
"Acorn" Water Bowls  
"Acorn" Silo Roof  
"Acorn" Skylights  
"Acorn" Corrugated Iron (see Corrugated Iron)  
"Acorn" Barn Ventilators  
"Acorn" Exhaust Ventilators  
Barn Doors  
Barn Door Hardware  
Barns Steel Tanks  
(Prices on indication)  
Building Papers

### Ceiling, Sidewalls, Sundries—

Colonial Classification  
Gothic Classification  
Louis XIV Classification  
Miscellaneous Classification  
Cornices  
Corner Bead, Plasterer's  
Crosses  
Conductor Pipe. (Also see Eave trough)  
Trough and Pipe Sundries—  
Mitres  
Elbows and Shees  
Cut Offs  
Strainers  
Outlets  
Spikes  
Spike Tubes  
Imperial Hangers  
Corrugated Hinged Hooks  
Plain Hooks  
Crimped and Beaded Sheets  
Cow Bowls  
Corrugated Iron—  
Galvanized  
Painted  
Corrugated Sundries—  
"Acorn" Ridge  
Corrugated Roll Can  
"Acorn" Hip  
End Wall Flashing  
Side Wall Flashing  
Starter  
Nails, Bolts, Washers

Counting Table  
Corrugated Fence  
Eavetrough. (See Conductor Pipe)  
Finials  
Fireproof Specialties  
Garages—  
Preston Portable Steel  
Preston Universal  
Ormsby Steelcote  
(See Storage and Ready-Made Buildings)  
Herringbone Metal Lath  
Hog Troughs  
Hardware for Barn Doors  
Hay Fork Outfit  
Imperial Shingles  
Key Lath  
Metal Lath  
O.K. Stovepipe Thimbles  
Preston Safe Lock Shingles.  
(See Shingles)  
Plasterer's Corner Bead  
Kidzmes  
For Metal Shingles  
For Corrugated Iron  
For Wood or Metal Shingles  
Ornamental Ridgings and Sundries  
Lightning-Proof Ridge  
Ready-Made Buildings  
Shingles—  
Preston Safe Lock  
Imperial

Diamond Tiles  
Gothic Tiles  
Spanish Tiles  
Shingle Sundries—  
Ridge Roll  
Plain Starter  
Valley  
Building Papers  
Nails  
Ventilators  
Skylights—  
"Acorn" Construction  
Nonpareil Construction  
Steel Storage Buildings  
Soun Metal Balls  
Silo Roofs  
Tanks, Watering  
Troughs, Hog  
Universal Garage  
Ventilating Duets  
Ventilating Pipe  
Ventilators—  
"Acorn" Exhaust  
Standard  
"Acorn" Barn  
"Ormsby-Swartwout"  
"Acorn" Crimped Roofing  
Valley  
Window and Door Caps  
Windows, Stable  
Wall Plugs  
Wall Ties  
Water Bowls  
Zinc Ornaments

New Vest Pocket Price List Just Issued. Alphabetically indexed—prices can be found immediately. SEND FOR COPY TO-DAY.

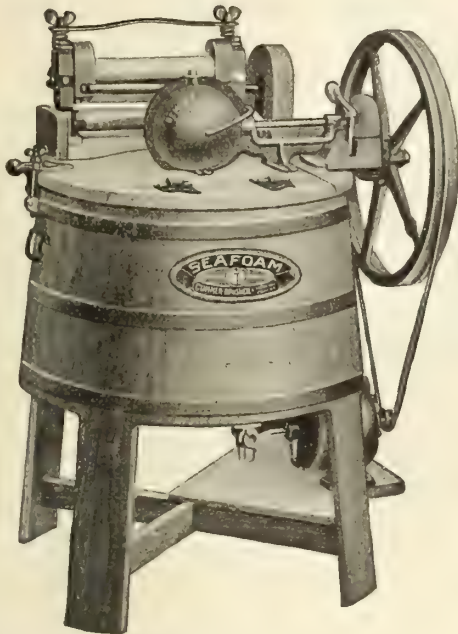
**THE METAL SHINGLE & SIDING CO., LIMITED**

**PRESTON MONTREAL**

THE METAL SHINGLE & SIDING CO.  
Send copy of Price List  
Name \_\_\_\_\_  
Address \_\_\_\_\_



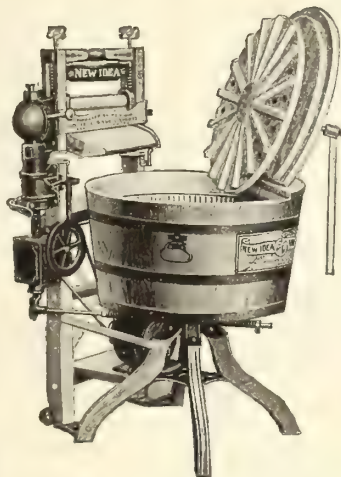
# Place One or Two of these Machines where they can be Seen



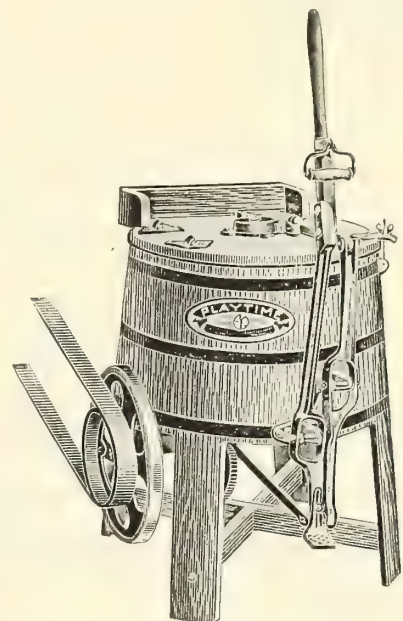
Electric and Engine Drive with Stationary  
Wringer.

They will catch the eye of the practical housekeeper, and she'll come in for a closer look. Sure to if a simple sign—

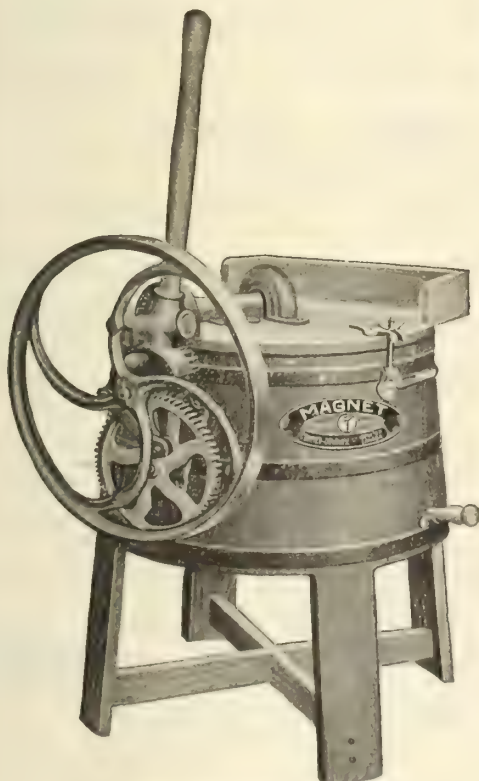
*"They do all the  
Hard Work"*  
is displayed.



Electric and Engine Drive with  
Swinging Wringer



Hand and Engine Drive



Hand and Engine Drive

You don't know how easy wash day can be made until you know the line of labor saving appliances that bear this Trade Mark.



Hand Machine

MADE ONLY BY

## Cummer-Dowswell, Limited, Hamilton, Canada

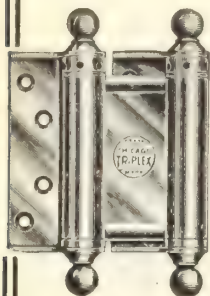


# CHICAGO

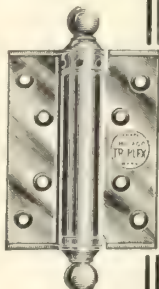
## SPRING BUTTS

### REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

**Chicago Spring Butt Company.**

CHICAGO



NEW YORK

Send for Catalogue S29

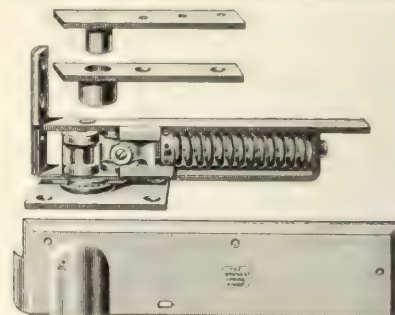
# BOMMER

## Floor Surface Spring Hinge

Release and Holdback Features  
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



This is the most durable hinge of its type. It holds the door open when swung beyond 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

**Bommer Bros., Manufacturers, Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

## Dealers—Handle this Fence

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

### Peerless Ornamental Fencing

not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence Company, Ltd.**

Winnipeg, Man. Hamilton, Ont.



## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street  
Toronto

52 Canada Life Building  
Montreal

## The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fellow Plates.

## Hardware Window Dressing

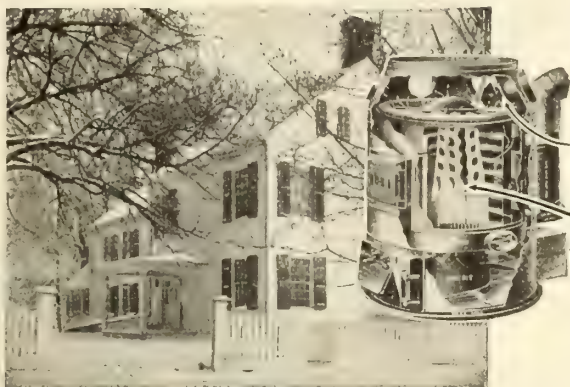
Sent post paid for \$2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto



# The KELSEY is a Health Promoter and Economizer



AN OTTAWA HOUSE HEATED WITH THE KELSEY SYSTEM



*Fuel Saving*

**30 %**

**I**T delivers the freshest kind of fresh air heat—not hot scorched air with the oxygen burned out of it, but large volumes of agreeably warmed fresh air. The kind that a physician will endorse without exception.

It's an economizer for the simple reason that it delivers so large a quantity of *available* heat for every pound of

coal. No furnace heat can approach it. Not even hot water can equal it. And you can heat any room in any weather when any wind is blowing.

If there isn't a Kelsey Dealer in your town, wouldn't you like the exclusive agency?

Let's talk it over.

SOLE MAKERS FOR CANADA

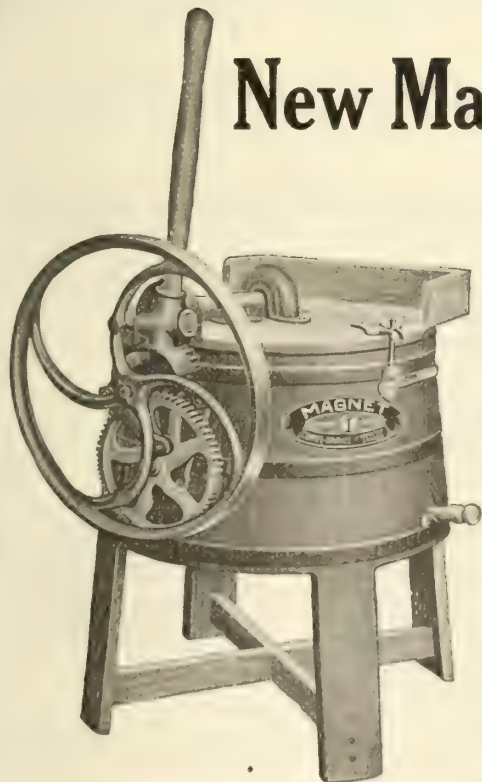
**The James Smart Mfg. Co., Limited, Brockville, Ont.**

## New Machines with an Old Trade Mark



Both are

**Cummer-Dowswell's**



Always use C-D Wringers with  
C-D Washers

The Combination gives unequalled results.

The "MAGNET" is one of the easiest running and most convenient to operate hand washers of the many we have produced. It can be operated sitting or standing. The mechanism is attached to side of tub (instead of cover) and can be belted to either gas, gasoline, steam engine, windmill or electric motor power, without any change to gearing. Cover can be lifted without removing belt or stopping power.

The "NEW CENTURY JUNIOR" is a swinging tub hand washer built on the well known and time tested New Century principle, but, without a rod up through centre, leaving nothing inside the tub but two rubbing boards.

Both have the same perfection in construction, materials, easy running and lasting qualities that have made our products known and used from Halifax to Vancouver.



**Cummer-Dowswell, Limited** Hamilton  
Ont.



# MORRISON'S Stack Gas Water Heater

**Will Prove a Profitable Proposition  
for Summer Trade**

A tank heater that gives hot water at the taps continuously, one minute after the gas is lit.

The **Stack Heater** will produce more hot water for a given amount of gas than any other heater of similar capacity.

This is actually the most durable and long-lived Copper Coil Gas Water Heater made—it is the easiest and quickest to install.

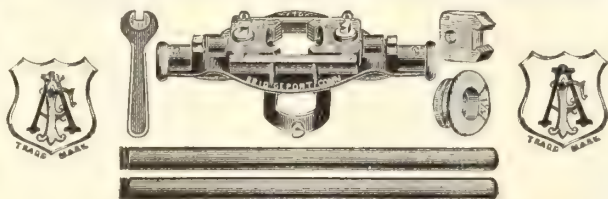
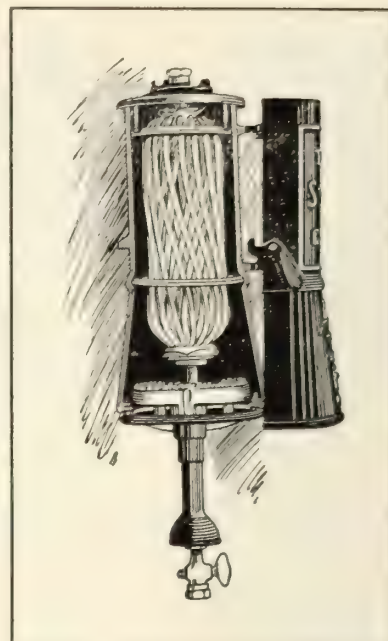
You can guarantee your customer "Absolute Satisfaction" to the limit—we stand back of you.

*Write us to-day for Booklet and further Information*

**The James Morrison Brass Mfg. Co., Ltd.**

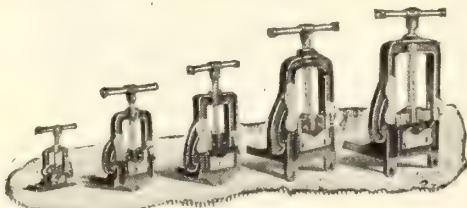
89-97 West Adelaide Street

Toronto, Ontario



GENUINE

**ARMSTRONG STOCKS & DIES**



**MALLEABLE IRON HINGED PIPE VISES**

**WATER, GAS & STEAM FITTERS' TOOLS**

MANUFACTURED BY

**THE ARMSTRONG M'F'G CO.**

333 KNOWLTON ST.

**BRIDGEPORT, CONN.**

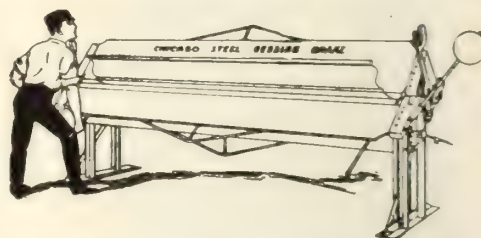
NEW YORK

248 CANAL ST.

CATALOGUE MAILED ON REQUEST

**Cut the Costs in Your Sheet  
Metal Working Dept. Use**

THE  
**Chicago Steel Bending Brake**



Its construction insures accurate work and rapid production.

One man can operate any of the 200 sizes we manufacture.

10,000 users of Chicago Steel Bending Brakes in the U.S. and Canada attest to their efficiency and economy.

*Write for Our Attractive Prices*

**The Steel Bending Brake Works**  
Chatham, Ontario **LIMITED**



Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

### MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.

**DU PONT**

## SPORTING POWDERS Are Dollar Makers

FOR DEALERS

### WHY?

DU PONT "Bulk" or "Dense" in Smokeless  
and DU PONT in Black

Spell economy in your ammunition stock  
because these guaranteed, world-known

**POWDERS SATISFY  
ALL SHOOTERS**

Tie your store to our national advertising  
campaign by stocking DU PONT POW-  
DERS—the choice of field and trapshooters

For Powder Booklets and Trapshooting  
Club Organization Helps write to Dept. 499

### DU PONT POWDER CO.

Established 1802

WILMINGTON, DEL., U.S.A.

## The "Handy Andy" Improved Force Cup



For household use,  
enables anyone to  
keep the drain pipes  
of sinks, baths, basins,  
tubs, etc., free and  
clear, and in a safe  
and sanitary condition.

*There's a Good  
Sale for Them*

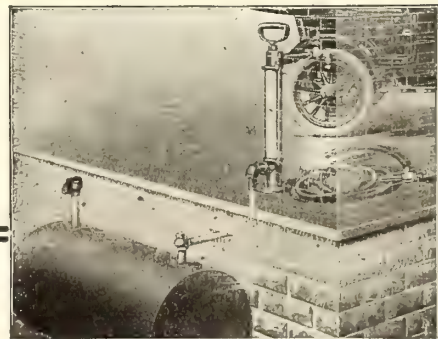
Manufactured solely by

### Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto  
Limited

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER



## Garage Gasoline Outfit

Right in your own town you will find a  
big demand for our garage gasoline out-  
fit consisting of pump and 100 gallon  
tank; pump, barrel, valves and fittings  
are of brass, and tank of heavy galva-  
nized iron fully tested and guaranteed.

RETAILS  
AT **\$20.00**

with generous profit to the dealer. Ask us to  
forward pamphlet on garage outfits.

WRITE US TO-DAY

### The Steel Trough & Machine Co.

Tweed

Limited

Ontario





## Time to Order FREEZERS

Whether you stock the **LIGHTNING**, **GEM** or **BLIZZARD**, you get a Freezer that has made good for more than a quarter of a century—one that has won its way into the hearts of the housekeepers by service that satisfies—backed by quality that creates confidence in both merchant and manufacturer—one that's well advertised and in demand—one that brings trade and helps you keep it.

The **BLIZZARD**, being a low-priced Freezer, makes a good running mate with either the **GEM** or **LIGHTNING**. Now is the time to place your order. Shipment can be made any time you specify.



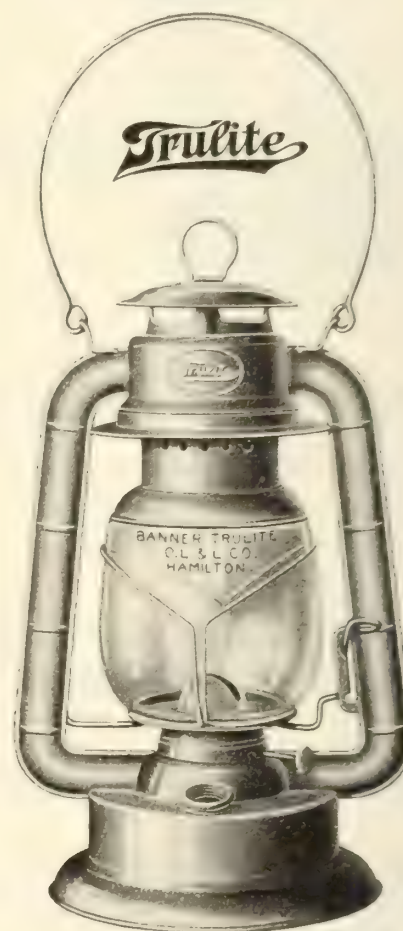
BE SURE to INCLUDE the **LIGHTNING ICE CHIPPER** No. 1. You can sell one with every Freezer. It chips a block of ice into small uniform pieces in a jiffy, just right to pack closely around the can and shorten the time of freezing. So much easier to make Ice Cream. They help the sale of Freezers.

Your Jobber will Supply You.



**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.

# Trulite



It is the quality of material and workmanship which enters into the construction of **Trulite** Lanterns which makes them

THE LANTERN OF  
EXCELLENCE

**Ontario Lantern & Lamp  
Company, Limited**  
Hamilton





# Go to Chicago With Your Ad Man

**Attend with him the big Convention of Associated Advertising Clubs of the World, June 20 to 24, 1915**

You will assimilate more knowledge of modern methods of Advertising, Selling, Distribution, and Management during these five days than could be obtained in a lifetime of book study.

You will be brought in touch with the men who have done and are now doing the big things of business. You will participate in the biggest business meeting the world has ever known. You will listen to the expressed thoughts of distinguished Americans concerning present day and future business movements.

You will enjoy Chicago's wonderful park system, boat rides on Lake Michigan, modern hotels, theatres, and other amusements, including the big street pageant, and the Gridiron Show given at the Auditorium Theatre by 150 Chicago Advertising men.

*Distinguished Speakers.* President Wilson, State conditions permitting, will head the notable array of speakers. Hon. William

Jennings Bryan, George Horace Lorimer, Arthur Brisbane, John H. Fahey and Henry Watterson are among the others who will be heard.

Advertisers in and publishers of trade and technical journals will hold special Departmental meetings to discuss their own problems and learn how they can co-operate to better advantage. Other departmental meetings will take up such subjects as catalogues, engraving, printing, mailing lists, sales plans and kindred subjects.

*The Ladies* are wanted too. Special entertainment—teas, luncheons, automobile trips, etc.—is being arranged for them by Mrs. Chas. H. Porter and her committee.

Clear up your desk. Take a five days' vacation in a lake-cooled city. Mix with the business builders. You will return a better business man; a better physical man; and a better thinking man.

**For further information, programme, rates, etc., address Convention Bureau, Advertising Building, Chicago, Ill.**

## CANADIAN HARDWARE JOURNAL

The Commercial Press, Limited, 32 Colborne St., Toronto



## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

**The American Wringer Co.**

New York, U. S. A.



QUALITY  
TRADE  MARK

## Bathroom Fixtures

Mirrors Showers  
Towel Bars Tumbler Holders  
Shelves, Etc.

Write for Our Prices To-day

Made in Canada by

**Kinzinger, Bruce & Co.**

NIAGARA FALLS, ONT. Ltd.

## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire  
Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal

## The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and  
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,  
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



# OILERS

**E. T. WRIGHT CO., LIMITED - HAMILTON, CANADA**

## Drive Well Points



**Otterville Mfg. Co.  
Ltd., Otterville, Ont.**

All lengths from 14 inches to six feet. All iron pipe, sizes from one inch to four inches. All numbers of gauze from 60 to 120 mesh.  
Also Tubular and Washer Points, Ear h Augers, Drive Caps, Cast Steel Drive Shoes, Tubular Well Valves, Porcelain Lined Iron Cylinders for Wood  
Pumps, Brass Wire Cloth, and Perforated Sheet Brass, Pump Leathers, Rod Couplings, Tank Lugs.

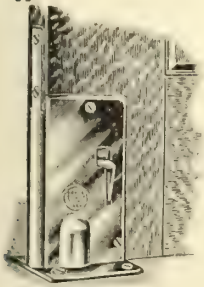


# CHICAGO

## SPRING BUTTS

### DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

**Chicago Spring Butt Company.**

CHICAGO



NEW YORK

Send for Catalogue S29

## Dealers—Handle this Fence

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

### Peerless Ornamental Fencing

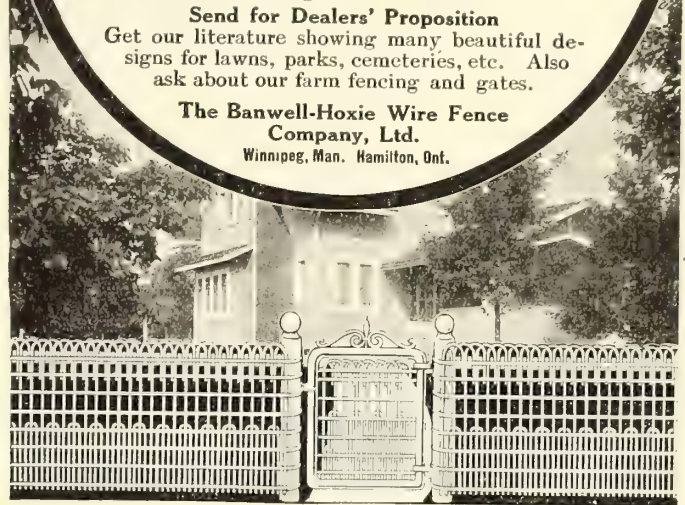
not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

#### Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence Company, Ltd.**

Winnipeg, Man. Hamilton, Ont.

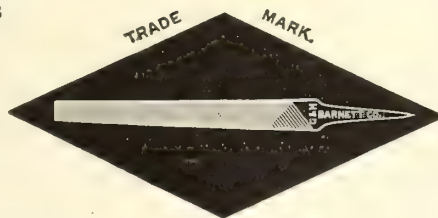


# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
**INTERNATIONAL**  
Expositions



Special Grand Prize  
**GOLD MEDAL**  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO.

# MOToring

## MOTOR TRADE OF CANADA

The Pioneer Paper in the  
Automobile Field in Canada

¶ A monthly magazine of  
real interest and value to  
every motorist in Canada.

¶ We have made this journal the most practical automobile paper in Canada. It is an authority on the subjects of vital interest to all motor car owners and users.

¶ The big editorial features each month are striking and timely and the claim is easily substantiated that it is more virile now than at any period of its long record of progress and achievement.

¶ If you have a pleasure or a delivery car you should be a subscriber to this paper.

**The Commercial Press, Limited**

32 Colborne Street, Toronto



# KIR-BEN FURNACE FEATURES

KIR-BEN FURNACES HAVE MORE **EXCLUSIVE** TALKING POINTS THAN ANY OTHER ON THE MARKET.

NEARLY ALL ARE PATENTED, THEY ARE **STRONG, CONVINCING, SALE-MAKING** POINTS, THEY ARE EASILY EXPLAINED TO PROSPECTIVE BUYERS, THEY CLOSE SALES AND GET THE BUSINESS.

THEY HOLD YOUR CUSTOMER'S FRIENDSHIP BECAUSE OF **VALUE GIVEN**, THEY BRING YOU HIS **OTHER TRADE**.

HIS INFLUENCE BRINGS THE TRADE OF OTHERS: **REPEAT ORDERS** AND TRADE INFLUENCED BECAUSE OF **VALUE GIVEN** IN PREVIOUS TRANSACTIONS IS THE **MERCHANT'S BEST ASSET**.

AFTER INDUCING THE PROSPECTIVE CUSTOMER TO CONSIDER YOUR LINE, BE READY TO **SELL**, NOT MERELY **OFFER**. GET THE AGENCY FOR THE KIR-BEN AND OBTAIN **REAL RESULTS**.

EVERY KIR-BEN IS GUARANTEED.

"Kir-Ben," the furnace with the added features.

Deep cup and flanged joints in Radiator.

Deep Cup Joints in Firepot.

Heavy Flanges on Firepot.

Straight Firepot with more grate surface.

Heavy duplex grates with roller bearings.

Removable grates without removing bolts.

Grates that remove the ashes from the sides of the firepot without disturbing the live coals in the centre.

Heavy, Deep and Large Ashpan.

Heavy, one-piece bottom and ring.

Large Feed Doors, 12 1/2 x 16 to 15 1/4 x 17.

Patented Radiator Top—no arms to break from heat expansion.

Heavy, always ready, explosion damper, full size of smoke pipe.

Automatic damper, controlled by feed door, too heavy to burn out, designed to prevent warping.

Hot water connections for heating kitchen boiler made two ways.

Dust damper that will not clog.

Extra large ashpit, square, no corners that are hard to clean.

Large ashpit door, unusual size—same as ashpit.

Large water pan, easy to remove for cleaning.

Feed door opens direct draft damper, no smoke or gas in the face when firing.

Complete control of fire from upstairs, three damper chains giving graduated control of draft and checks.

Water pan gives proper humidity at all times. Placed to prevent cracking of castings in case of overflow.

Kir-Ben Gas Ring is the Simplest and Best Offered

## KIR-BEN AGENCY IS THE BEST

Kir-Ben, Limited, Almonte, Ont.

Western Customers address THE D. MOORE CO., LIMITED. J. A. Evans, Agent, Winnipeg.



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN

WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, JUNE, 1915

NUMBER SIX

## Iron and Steel

### Situation Improving.

While the demand for iron and steel for ordinary mercantile purposes is still much below the normal, the tendency is toward an increase rather than toward a decrease.

As business, generally, improves, transactions in iron and steel may naturally be expected to be both more numerous and for heavier quantities.

The most unsatisfactory feature of the iron and steel situation is, of course, the smallness of the demand from manufacturers of agricultural implements and railway cars and from the railway companies. Until the crops are assured little or no improvement is to be expected from the manufacturers of agricultural implements. They were hit so hard by the depression in the West and the war in Europe, which played havoc with their export trade, that they have decided to take no chances in regard to the future.

How seriously the war has affected the export trade in agricultural implements may be gathered from the fact that the decrease for the eleven months ending February, the latest period for which we have figures, was 69 per cent.

From the railways we may naturally expect to see an improvement in buying before a great while. And particularly in view of the optimistic statement made the other day by Sir Thomas Shaughnessy, regarding the construction work which his company will carry on during the summer months.

A better demand from the car manufacturing companies is already assured. For, aside altogether from the orders they may receive from the Canadian railways for rolling stock, there is the business they secured from the Russian Government within the last few weeks. These orders aggregate some six thousand cars, according to a recent report, and are distributed in equal parts among three companies.

In the United States there has been a marked improvement in the demand for iron and steel during the last month or two, with prices assuming a firmer tone. This naturally tends to impart a little more backbone to the trade in Canada.

The fact that nearly every machine shop in Canada which has the necessary equipment, or was prepared to install it, has been busily employed for some months and is likely to be even more so before the year has run

its course is one of the gratifying features of the situation.

*Increase your sales of lawn mowers by encouraging your fellow citizens to keep their lawns well trimmed.*

## The Mail Order Way.

It would seem as if the mail order concerns had blazed the way for retailers all over the country. There are no better advertisers than the mail order people. They do not care for the cost so they can buy the space. Having made the contract, they engage high-salaried men to prepare their advertising matter. Their advertisements have a pleasing, engaging way that will attract attention, or they are so plain in the matter of price that the figures themselves sell the goods.

Have you, Mr. Merchant, ever known one of the mail order persuasion to suggest calling in this way: "Please give us a call?" They have taught the lesson of advertising prices, and the merchant who has not learned this lesson is not up to date.

Prior to the coming of the mail order house, the farmers were deep-dyed in the habit of having their purchases charged, save where they "traded it out." Then they began to "send their money to the city." Some of it never came back, but they were not discouraged, and finally the mail order people taught them to send their money in advance for goods desired, and to make the local merchant carry them on their books on home purchases. It would seem that here, too, the mail order people have advanced the best way of doing business. There isn't a discount they are not in a position to take the fullest advantage of; there isn't a harassed manufacturer that they are not in a position to tempt with cash.

A cash basis and salesmanship are good weapons for holding trade. When combined with a happy disposition, a helpful, hopeful nature, honesty, and capabilities for merchandising, success is practically assured.

No business ever higher soars  
Than he who runs it mounts.  
No matter what's inside the doors,  
It's the man who counts.



# *System in the Hardware Store*

---

*A special department devoted to system methods for the retail dealer*

---

THE greatest success in any line of endeavor is secured by going about it in a systematic manner, and this is as true of the hardware business as any other line. When system is introduced, it allows work to be carried on in a much easier and more rapid manner. We learned this when but youngsters at home, when it devolved upon us to do the chores about the house or farm. We found that to go at it without any definite scheme of action produced less satisfactory results and took longer than if done according to an outlined system.

The same thing is true in the retail business, only to a more noticeable extent. The dealer who courts the greatest success in business to-day must be systematic in all his work. If he is not, he will not make the progress that would otherwise be possible. He must be systematic in looking after his stock and serving his customers, in his buying and his selling, in his advertising and display, in his delivery, collections, bookkeeping and all those other things with which he has to do in conducting his business.

True, there is such a thing as carrying system too far and causing it to develop into red tape that is a burden to employees of the store and an inconvenience to customers, but it may safely be said that there are fifty stores suffering from lack of system to one that is suffering from an overdose. If the majority of dealers would use more system in their work, they would find results a great deal better both as to volume of sales and profits.

This is the age of system. System means greater success for the dealer, no matter what size of a store he may have. It is needed in the small as well as the large establishment. Business methods are constantly advancing to a higher plane, and to-day the most successful men are those who are building up their business on a systematic basis. The dealer who courts success must know absolutely—not guess at things. In these days of higher expenses, reduced profits and keen competition, there is no room for guess-work.



# Qualities of and Reasons for Combination Heating

*By David Millar, Toronto*

**T**HE system of heating known as the combination has developed very slowly. This is especially true when it is considered that it, perhaps, has merit that no other system has.

The reason that it has developed so slowly is the fact that the manufacturers of the warm-air furnaces have not employed men of knowledge of hot water heating, and have failed to get the right amount of heating surface. They have not located it within the furnace to the best advantage, and, consequently, have made many mistakes. No other system of heating demands so thorough an experience, not only in the installation, but also in the positive knowledge of the capacity of the heater. It is pre-eminently one that can safely be intrusted to experts only, for the constant failures of experimenters, amateurs, and those of limited experience emphasize the fact. Another reason is that the manufacturers of hot water heaters have not taken kindly to the combination, for the reason that it was not to their interest to do so, and for these reasons combinations have developed slowly. But it is now being recognized by physicians and heating engineers as one of the best, if not the best, systems that can be used for large residence buildings.

The word "combination" may be defined as the result of combining or joining together of two or more different elements, or systems, into one harmonious whole.

It has a decided advantage over hot water or steam heating, as it insures a perfect ventilation throughout the building, which cannot be obtained by hot water or steam without a heavy expense in installation and extra fuel required. Ventilation is an important factor of the present day, the health is greatly improved and the power of resistance of the body against disease is greatly strengthened by breathing pure air.

It is also a fact that quick results are obtained through the warm air registers of a combination system. This is especially appreciated in mild weather, or in the morning, and at any time when the fire has been allowed to get low and quick results are desired. Another feature is that the water is heated by the same fire that heats the furnace for the radiation of warm air. In other words, it provides more capacity for utilizing the heat from the fuel burned. Another advantage is that the heat is retained by the hot water radiators with a low fire: thus an economy of fuel. It is a well established fact that there is a limit to the distance that warm air can be carried successfully through a horizontal pipe, and it is in these remote rooms that hot water radiators should be placed, or in rooms that have a large amount of outside wall or glass exposed. Another advantage the combination system has over hot water or steam heating is that you can secure a moisture that is so necessary for family and furniture. The effect of extreme dryness in the air is undoubtedly very harmful to the mucous membrane in the nose, throat, and the lungs. Dry air readily absorbs moisture from the skin. The human body is one of the largest contributors to supply that lack of humidity. When drawn from the body it gives to the person a sense of cold, which is only relieved when the temperature of the room is increased. Woodwork and furniture, in fact any article in the room

containing moisture is attacked and robbed, causing endless damage and expense. Leading physicians make the statement that a great deal of the illness prevailing during the winter months is directly traceable to the dry air in which we live, or that lack of humidity which we require so much. The desired percentage of humidity can be obtained in the combination system by an automatic water supply in connection with the furnace.

## Reasons for Favoring the Combination System

It will pay for itself in the saving of fuel.

It will ventilate the rooms and make the house sanitary.

It will warm the floors as well as the air in the rooms and furnish an even, steady heat.

It will heat every part of the house with the one fire, affording an even, pleasant heat.

It is the only system in connection with hot water heating, by which humidity can be supplied, which produces a soft, balmy, pleasant temperature.

With all of these advantages naturally and positively the combination system of warm air and hot water heating is the ideal one.

## SELLING HIGH-PRICED FURNACES

A reader of *Hardware Age* writes to that paper telling of his experiences in selling warm-air furnaces:

"About seven years ago we thought we could see some furnace business in our territory and bought a sample of a high-class furnace, and the manufacturer sent an experienced man to help us canvass and get a start.

"The first year we figured on about ten live prospects and did not sell a job, for the reason that we were too high priced. These prospects nearly all bought something cheaper.

"The next year we figured on about the same number and sold one. About that time 'yours truly' had become thoroughly discouraged and informed the man from the factory that, since the people were bound to have something cheaper, it was up to us to get a cheaper furnace and figure on cheaper installation. But he made most strenuous objections, advising us that if we could not get the price that would enable us to install a good job, to let the other fellow have it, as it would only bring us grief to have such business.

The next year, by referring customers to the job we had installed, which by the way was so far ahead of some of the cheaper ones that price was no consideration, we sold four, and since then we have sold practically every warm-air furnace that has been placed in our territory—and they are giving satisfaction. This proves to us that 'Honesty is the best policy.'

## Company Sends Own Traveler.

The Simonds Manufacturing Company, Fitchburg, Mass., manufacturer of saws, knives, files, and steel, has sent a traveling man from Manila to South America to see what exists there in the way of new business.



## Gravity Ventilation

*By Dr. W. A. Evans, Chicago*

What is gravity ventilation? When ventilation is done without fans, the moving force being differences in the temperatures of inside and outside air, the system is called gravity ventilation. The usual illustration is ventilation by means of open windows.

Warm air is lighter in weight than cold air. Whenever the air in a room is at 70 degrees and that outside is at zero, strong currents will blow in and out. When there is 70 degrees difference, the force is considerable, but, when the difference is but a few degrees, the ventilation declines until there is but little air movement. When the atmosphere gets warmer than 50, the room being 70, open windows do not give much air. If, on the other hand, the room temperature falls to 50 or below, as in sleeping rooms at night, windows do not take in much air unless the atmosphere is below freezing temperature.

Further limitation is put on gravity ventilation by the force of wind currents. Of course, it is gravity which causes winds, but there is a wide difference between the warming agencies of a room 12 x 12, and those of 1,000,000 square miles of ground. A current flowing in through a window at a rate of two miles an hour would be called speedy. A wind of less than six miles an hour is not much wind.

When the wind is blowing more than ten miles an hour into gravity outlets, such openings always will act as inlets. When such a wind is blowing into gravity inlets, they will carry enough air to chill the room. If the wind blew steadily from one direction, it might be possible, with moderate winds, to adapt inlets and outlets to them, but anyone who has watched the steam and smoke of a city knows that the winds eddy and swirl without regularity as to force or direction.

And, finally, the chief limitation of window or gravity ventilation is in the uneven temperatures in different parts of the room, especially at different levels above the floor. If the cold air, as it came into a room, would mingle freely, the difficulties would be lessened—but it does not. It settles near the floor, and, as human legs below the knees are easily chilled, complaints are numerous and insistent. The attention of occupants is diverted, they waste time and energy; eventually, they put down the window and gain comfort, even though it is less healthy for them. Window ventilation is not adapted to factories, schools, or offices where there are many employees—certainly not when the weather is very cold.

### REGULATING HEAT OF ROOMS

In the crusade for better surroundings so far as heating and ventilation are concerned for indoor workers, an article by Dr. W. A. Evans appeared in the Chicago Tribune some little time ago on using heat as follows:

The temperature of a room not equipped with fans must not be allowed to go over 70 deg. When the machinery makes it impossible to maintain a temperature below 72 deg. conditions can be made fairly harmless by using fans enough to keep the air in active motion. A bedroom must not be allowed to go over 60 deg., and 55 deg. would be a better maximum. An infant's sleeping room should be kept at 65 deg. until the child is three months old. The bedroom of an infant three to twelve months old should be 55 deg.; after a year, 45 to 50 deg. Adults should dress in a room

70 to 75 deg. A living or sitting room should be 65 to 70 deg., according to the humidity. If the humidity is under 30 a temperature of 70 deg. is required; if the humidity is 50 to 70, a temperature of 65 deg. is proper.

The same conditions apply to offices and schools. We have nothing to say about factories, because factory heating and ventilation form the subject of a series of articles which will be run shortly. Street cars should not be heated above 60 deg., and a 55-deg. temperature is better; day coaches not above 65 deg.; sleeping cars not above 68 deg.

It will be noticed that the temperatures advised range from 45 to 75 deg. There is a reason in each instance.

The influence of humidity, of physical activity and weight of clothing must each be considered. Individuality cannot be forgotten. Some have coddled themselves until they have greatly reduced their heat-making powers.

Anyone reading this article so far would be justified in concluding that a given type of room should be kept uniformly at the temperature set for it. Uniformity of temperature is harmful. One of the few advantages of open fireplace and stove heating is the lack of uniformity. Men and women who work in offices where the temperature is evenly maintained slow up and presently get sleepy. About once in so often they get headaches. The human body needs the stimulus which comes from having changes in temperature. This is one of the great advantages from having the room judiciously blown out from time to time. This, not overdone, will make everybody feel better, and the work will show the effect.

#### DID THE MAIL ORDER HOUSE EVER DO THIS?

Did you ever hear of a mail order house setting up a stove in a customer's house?

Do you know that it is often a matter of weeks before the mail order house makes delivery?

Do you know that the mail order stove often arrives broken, thus necessitating much red tape with railway officials and a great loss of time—often when the stove is most needed?

Do you have a look at a mail order stove before you buy it?

Do you see a mail order stove before you send your money?

If the mail order stove proves defective, who do you have to appeal to? The mail order house may be hundreds of miles away.

Who uncrates and unpacks the mail order stove, puts the parts together, fits the joints and tests the stove to see if it is in perfect working condition?

What do you do when you want repairs for a mail order stove?

Who fits the pipes for the mail order stove?

Does the mail order house haul the stove from the station, sign for the stove in good condition, unpack it, mount it and see that it is free from defects before it is delivered to you?

Does the mail order house help to build up your community?

Does the mail order house contribute to the support of local schools, churches and public institutions?

Does the mail order house employ any of your fellow-townsmen and thus enable them to support their families?

Does the mail order house buy anything from the other merchants of the town?

If you want to buy a stove, ask yourself the above questions and then come down to our store and let us talk it over with you.

Copy of circular which The Enterprise Foundry Co., Sackville, N.B. are giving in quantities, with dealer's imprint, for distribution in dealer's locality.



# Methods for Promoting the Warm-Air Furnace Industry

That there are several lines which should be followed in promoting the warm-air furnace heating industry was the agreement reached at a meeting of furnace men held in one of the United States cities some little time ago, according to a report in *Hardware Age*. One of the suggestions made was to the effect that furnace manufacturers should be willing to support a national organization for the upbuilding and promotion of the only hygienic and sanitary form of heating system within reach of the average man.

This can best be done by an organization of those who manufacture the goods, for furnace manufacturers are very ready and quick to form organizations for their mutual protection and the correction of anything that appears to fringe upon their rights and privileges.

Manufacturers should be equally as ready and willing to support an organization having as its object not only their own welfare, but the welfare of the dealer on whom they depend for their business, as their interests in this respect are mutual, and the perpetuity of the industry demands the elevation of the warm-air furnace.

This question is of more importance now than ever before, as the country is growing; more modern, up-to-date homes are being erected than ever before, and the hygienic and sanitary system of warm-air heating should be promulgated and kept before the public and not permit the other forms of less satisfactory systems of heating to walk off with the business unchallenged.

## Publicity Campaign Necessary

To do this, of course, would mean a publicity campaign. This is one of the most important needs at the present time. Many furnace manufacturers seem to have become more or less indifferent as to this, but the time has come when an organization should remind them of their duty toward the dealer in general. It is the duty of those who manufacture the goods to create the market by educating the buying public and make it understand more thoroughly the meritorious features of strictly high grade warm-air heating. The consumer would not then look upon the warm-air heating system with such disfavor, and better prices could be obtained for the better grade of goods.

It is generally well understood and recognized by the best advertising men in the country that in order to create an active demand for any article is to acquaint the buying public of its merits, and furnace manufacturers should follow the example of those who have attained success in this manner.

It is also a well known fact that most of the furnace manufacturers do spend considerable sums in advertising their product, but most of them have done very little towards aiding the dealer in any way to remarket their product, but instead have allowed the dealer to shift for himself in the best way he could.

No effort should be spared to induce the furnace manufacturers of representative lines to band themselves together into one national organization which shall have for its purpose the safeguarding of the reputation of the furnace trade, and the advancement of good heating in general.

## Co-Operative Campaign Suggested

An organization imbued with such high ideals, free from all petty jealousies and selfish motives could ac-

complish wonderful results by launching a vigorous campaign in the daily press and periodicals in the interest of good heating without mentioning any particular name or kind of furnace, but merely for the general good of all alike. Let them divide into two the sums generally set aside by each for advertising purposes. Let them spend one-half of it in advertising their respective lines in trade journals, and let them spend the other half in a nation-wide publicity campaign that will reach the public, and let them note the result. Such a campaign appearing in the press, setting forth the merits of good furnace heating in short, clean-cut, snappy articles, free from misrepresentations of all kinds, will do more good to the manufacturers of high grade furnaces, will benefit the trade generally more, and will be a greater incentive to every reputable heating contractor to sell only the high class jobs, at a fair margin of profit, than advertising has ever done before.

While convinced as to the necessity of a publicity campaign the conviction is held that furnaces should be tested and rated according to some standardized method by those who manufacture the goods. Furnace manufacturers generally are fully aware of the importance of this. To do it properly a publicity campaign should be advocated as the first step forward, as this would materially increase the sale of furnaces, and manufacturers would then be willing to support such an undertaking.

While there are a few furnace manufacturers who are conducting an individual publicity campaign in certain localities with marked success, this movement should be a nation-wide campaign supported by manufacturers generally.

## USE OF TOO SMALL FANS

Should a man receive credit for good intention or be denounced for bad judgment in his installations when the result brings suffering to a great many, and particularly to school children, in the instance which I intend to bring to attention. Here is the case in point.

A firm which employs a large number of men and is supposed to know its business in doing a school-house job evidently endeavored to save a little on the cost of the installation and used two 42-in. disc fans where in my opinion they should have used two 80-in. plate blowers. In two of the rooms there is trouble due to cold air coming down the vent shaft at times with sufficient strength to blow out into the rooms. When something was placed against the grille recently to prevent this outflow of cold air by one of the teachers, it was blown down. In order to overcome this back current and downflow, louver plates were placed in the flue so arranged that when the air blew down these louvers or valves would close. They are supposed to open and stand out horizontally when the vent flue is working in the proper way.

My opinion being asked on the matter and being invited to see the school and look over its equipment, I had no hesitation in saying that if they would use the larger size fans mentioned in the foregoing, there would be no occasion for any arrangement before the grille to prevent down currents, and if anything were used it should be a light cloth of some kind instead of any metal.—A. Y., in *Metal Worker*.



# Valuable Table for Making Cylindrical Vessels

Compiled by Wm. Anderson, Toronto

In the accompanying table of capacities it will be noticed that it is divided off into columns of figures, each one of which represents either the decimal part of a gallon or the whole number together with its decimal part. It will also be noticed that at the extreme right and left of the table are lines of figures, marked depth in inches, and at the top and bottom there are also lines marked diameter in inches. There is also a supplementary table which gives the decimal equivalent to the fractional part of a gallon, the use of which will be shown further on.

Now to show how the table of capacities is to be used, we will suppose, for example, that a cylinder is wanted to hold three gallons. We will therefore look over the figures until we come to the number three, and having

found this number, we trace the column to the top or bottom and it will give us, in the case I am using, nine inches, which is the diameter. We will now trace the line to the extreme right or left and we find the 13½ inches, which is the required depth; so that a cylinder nine inches in diameter and 13½ inches deep will hold, as per table, 3.096 imperial gallons. Perhaps someone will say: "Well, but what does the 0.096 mean?" Now if he will only look at the supplementary table, and look down the columns of figures until they come to the figures 0.09375, that being the nearest to 0.096, they will find that it simply means 3 gills.

Take another example: A cylinder is wanted to hold 25 gallons: again look over the figures until we find 25; in this case it is found in the line showing the

## CAPACITY OF CYLINDRICAL VESSELS IN IMPERIAL

### Diameter in inches

	1	1½	2	2½	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10
1	.00283	.00637	.01133	.01770	.02549	.03469	.04528	.0573	.07081	.08568	.10197	.11967	.13879	.15932	.18128	.2046	.22940	.2556	.2832
1½	.00424	.00955	.0169	.0265	.0382	.05203	.0679	.0860	.1062	.1285	.1529	.1795	.2081	.2389	.2719	.3069	.3441	.3834	.4248
2	.00564	.01274	.0226	.0354	.0509	.06939	.0905	.1147	.1416	.1713	.2039	.2393	.2775	.3186	.3625	.4093	.4598	.5112	.5664
2½	.00708	.01593	.0283	.0442	.0637	.0867	.1132	.1433	.1770	.2142	.2549	.2991	.3469	.3983	.4532	.5116	.5745	.6390	.7084
3	.00849	.01911	.0339	.0531	.0764	.10409	.1358	.1720	.2124	.2570	.3059	.3590	.4163	.4779	.5438	.6139	.6882	.7668	.8497
3½	.00991	.0223	.0396	.0619	.0892	.1214	.1584	.2007	.2478	.2998	.3568	.4188	.4857	.5576	.6344	.7162	.8029	.8947	.9913
4	.01132	.02548	.0453	.0708	.1019	.1387	.1811	.2294	.2832	.3427	.4078	.4787	.5551	.6372	.7251	.8186	.9176	1.022	1.132
4½	.01274	.0286	.0509	.0796	.1147	.1561	.2037	.2581	.3186	.3855	.4588	.5385	.6245	.7169	.8157	.9209	1.032	1.150	1.274
5	.01416	.0318	.0566	.0885	.1274	.1734	.2264	.2867	.3540	.4284	.5098	.5983	.6939	.7966	.9064	1.023	1.147	1.278	1.416
5½	.0155	.0350	.0623	.0973	.1401	.1908	.2490	.3154	.3894	.4712	.5608	.6582	.7633	.8762	.9970	1.125	1.261	1.405	1.557
6	.01699	.0382	.0679	.1062	.1529	.2081	.2716	.3441	.4248	.5140	.6118	.7180	.8327	.9559	1.087	1.227	1.376	1.533	1.699
6½	.01840	.0414	.0736	.1150	.1656	.2255	.2943	.3728	.4602	.5569	.6628	.7778	.9021	1.035	1.178	1.330	1.491	1.661	1.841
7	.01982	.0446	.0793	.1239	.1784	.2428	.3169	.4015	.4956	.5997	.7137	.8377	.9715	1.115	1.268	1.432	1.605	1.788	1.982
7½	.0215	.0477	.0849	.1327	.1911	.2602	.3396	.4301	.5310	.6426	.7647	.8975	1.046	1.194	1.359	1.534	1.720	1.917	2.124
8	.0226	.0509	.0906	.1416	.2039	.2775	.3622	.4588	.5665	.6854	.8157	.9574	1.110	1.274	1.450	1.637	1.835	2.045	2.265
8½	.0240	.0541	.0963	.1504	.2166	.2949	.3848	.4875	.6019	.7282	.8667	1.017	1.179	1.354	1.540	1.739	1.949	2.172	2.407
9	.0254	.0573	.1019	.1593	.2294	.3122	.4075	.5162	.6373	.7711	.9177	1.077	1.249	1.433	1.631	1.841	2.064	2.300	2.549
9½	.0268	.0605	.1076	.1681	.2421	.3296	.4301	.5448	.6727	.8139	.9687	1.136	1.318	1.513	1.732	1.944	2.179	2.428	2.690
10	.0283	.0637	.1133	.1770	.2549	.3469	.4528	.5735	.7084	.8568	1.019	1.196	1.387	1.593	1.812	2.046	2.294	2.556	2.832
10½	.0297	.0669	.1189	.1858	.2676	.3643	.4754	.6022	.7435	.8996	1.070	1.256	1.457	1.672	1.903	2.148	2.408	2.684	2.974
11	.0315	.0700	.1246	.1947	.2803	.3816	.4980	.6309	.7789	.9424	1.121	1.316	1.526	1.752	1.994	2.251	2.523	2.811	3.115
11½	.0329	.0732	.1303	.2035	.2931	.3990	.5207	.6596	.8143	.9853	1.172	1.376	1.596	1.832	2.084	2.353	2.638	2.939	3.257
12	.0339	.0764	.1359	.2124	.3058	.4163	.5433	.6882	.8497	1.028	1.223	1.436	1.665	1.911	2.175	2.455	2.752	3.067	3.398
12½	.0353	.0796	.1416	.2212	.3186	.4337	.5660	.7169	.8851	1.071	1.274	1.495	1.734	1.991	2.266	2.558	2.867	3.195	3.540
13	.0368	.0828	.1472	.2301	.3313	.4509	.5884	.7455	.9205	1.113	1.325	1.555	1.804	2.071	2.356	2.660	2.982	3.323	3.682
13½	.0382	.0860	.1529	.2389	.3441	.4683	.6112	.7742	.9559	1.156	1.376	1.615	1.873	2.150	2.447	2.762	3.099	3.451	3.823
14	.0396	.0892	.1586	.2478	.356	.4856	.6339	.8029	.9913	1.199	1.427	1.675	1.943	2.230	2.537	2.865	3.211	3.578	3.965
14½	.0410	.0923	.1642	.2566	.3696	.5030	.6565	.8315	1.026	1.242	1.478	1.735	2.012	2.310	2.628	2.967	3.326	3.706	4.107
15	.0424	.0955	.1699	.2655	.3823	.5205	.6792	.8602	1.062	1.285	1.529	1.795	2.081	2.389	2.719	3.069	3.441	3.834	4.248
15½	.0438	.0987	.1756	.2743	.395	.5378	.7018	.8889	1.097	1.328	1.580	1.854	2.151	2.469	2.809	3.172	3.555	3.962	4.390
16	.0453	.1019	.1812	.2832	.407	.5552	.7244	.9176	1.132	1.370	1.631	1.914	2.220	2.549	2.900	3.274	3.670	4.090	4.532
16½	.0467	.1051	.1869	.2920	.420	.5725	.7471	.9462	1.168	1.413	1.682	1.974	2.290	2.628	2.991	3.376	3.785	4.218	4.673
17	.0481	.1083	.1926	.3009	.433	.5899	.7697	.9749	1.203	1.456	1.733	2.034	2.359	2.708	3.081	3.479	3.899	4.345	4.815
17½	.0495	.1115	.1982	.3097	.446	.6072	.7924	1.003	1.239	1.499	1.784	2.094	2.428	2.788	3.172	3.581	4.014	4.473	4.956
18	.0509	.1146	.2039	.3186	.458	.6246	.8150	1.032	1.274	1.542	1.835	2.154	2.498	2.867	3.263	3.683	4.129	4.601	5.098
18½	.0523	.1178	.2096	.3274	.471	.6419	.8376	1.060	1.309	1.585	1.886	2.213	2.567	2.947	3.353	3.786	4.243	4.729	5.240
19	.0538	.1210	.2152	.3363	.484	.6593	.8603	1.089	1.345	1.627	1.937	2.273	2.637	3.027	3.444	3.888	4.358	4.857	5.381
19½	.0552	.1242	.2209	.3451	.497	.6766	.8829	1.118	1.380	1.670	1.988	2.333	2.706	3.106	3.534	3.990	4.473	4.984	5.523
20	.0566	.1274	.2266	.3540	.509	.6940	.9056	1.147	1.416	1.713	2.039	2.393	2.775	3.186	3.625	4.093	4.588	5.112	5.665
20½	.0580	.1306	.2322	.3628	.522	.7113	.9282	1.175	1.451	1.756	2.090	2.453	2.845	3.266	3.716	4.195	4.702	5.240	5.806
21	.0594	.1338	.2379	.3717	.535	.7287	.9508	1.204	1.487	1.799	2.141	2.513	2.914	3.345	3.800	4.297	4.817	5.368	5.948
21½	.0608	.1369	.2435	.3805	.548	.7460	.9735	1.233	1.522	1.842	2.192	2.572	2.983	3.425	3.897	4.399	4.932	5.496	6.089
22	.0623	.1401	.2492	.3894	.560	.7634	.9961	1.261	1.557	1.884	2.243	2.632	3.053	3.505	3.988	4.502	5.046	5.624	6.231
22½	.0637	.1433	.2549	.3982	.573	.7807	1.018	1.290	1.593	1.927	2.294	2.692	3.122	3.584	4.078	4.604	5.161	5.751	6.373
23	.0651	.1465	.2605	.4071	.5862	.7980	1.041	1.319	1.628	1.970	2.345	2.752	3.192	3.664	4.169	4.706	5.276	5.879	6.514
23½	.0665	.1497	.2662	.4159	.5985	.8154	1.064	1.347	1.664	2.013	2.396	2.812	3.261	3.744	4.260	4.809	5.390	6.007	6.656
24	.0679	.1529	.2719	.4248	.6107	.8327	1.086	1.376	1.699	2.056	2.447	2.872	3.330	3.823	4.350	4.911	5.505	6.135	6.798
24½	.0693	.1561	.2775	.4336	.6230	.8501	1.109	1.405	1.734	2.099	2.498	2.931	3.400	3.903	4.441	5.013	5.620	6.262	6.939
25	.0708	.1593	.2832	.4425	.6352	.8674	1.132	1.433	1.770	2.142	2.549	2.991	3.469	3.983	4.532	5.116	5.735	6.390	7.081
	1	1½	2	2½	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10



diameter to be 19 inches and the depth  $24\frac{1}{2}$  inches, and upon looking at the supplementary table we find that the decimal 0.051 is not shown, but as it can be seen at a glance it would come between 0.03125 and 0.0625, it would therefore be equivalent to about 3 half gills. A close observer will notice that this table is equally useful where either the depth or diameter is given.

I will cite one more example to further explain the supplementary table. A cylinder is required, the diameter of which must be  $12\frac{1}{2}$  inches and it must hold 5 gallons and 3 quarts. Now if we look at the supplementary table we will find that the decimal equivalent to 3 quarts is 0.75; therefore, all we have to do to find the depth is to look down the column in the table of capacities marked  $12\frac{1}{2}$  until we come to the number 5.752, and on tracing upon this line to either the right or left we find the figures 13, which is the required depth.

#### Table of Decimal Equivalents

The following table gives the decimal equivalents to the fractional part of an Imperial gallon:

.03125	is equal to	1 gill
.0625	"	1 half pint
.09375	"	3 gills
.125	"	1 pint
.15625	"	5 gills
.1875	"	$1\frac{1}{2}$ pints
.21875	"	7 gills
.25	"	1 quart
.28125	"	9 gills
.3125	"	$2\frac{1}{2}$ pints
.34375	"	11 gills
.375	"	3 pints
.40625	"	13 gills
.4375	"	$3\frac{1}{2}$ pints
.46875	"	15 gills
.5	"	1 half gallon
.53125	"	17 gills
.5625	"	$4\frac{1}{2}$ pints
.59375	"	19 gills
.625	"	5 pints
.65625	"	21 gills

(Continued on page 28)

### GALLONS AND DECIMAL PARTS OF A GALLON

#### Diameter in inches

10%	11	11½	12	12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½	19	19½	20	
1.229	3.4274	3.7460	4.078	4.425	4.787	5.162	5.5518	5.955	6.373	6.805	7.2513	7.7116	8.1860	8.674	9.173	9.6944	1.0225	1.0770	1.1330	1
4.684	5.141	5.619	6.118	6.638	7.180	7.743	8.327	8.933	9.559	1.020	1.087	1.156	1.227	1.301	1.375	1.454	1.533	1.615	1.699	1½
6.245	6.854	7.492	8.157	8.850	9.574	1.032	1.110	1.191	1.274	1.361	1.450	1.542	1.637	1.734	1.834	1.938	2.045	2.154	2.266	2
7.807	8.568	9.365	1.019	1.106	1.196	1.290	1.387	1.488	1.593	1.701	1.812	1.927	2.046	2.168	2.293	2.423	2.556	2.692	2.832	2½
9.368	1.028	1.123	1.223	1.327	1.436	1.548	1.665	1.786	1.911	2.041	2.175	2.313	2.458	2.602	2.752	2.908	3.067	3.231	3.399	3
1.093	1.199	1.311	1.427	1.548	1.675	1.806	1.943	2.084	2.230	2.381	2.537	2.698	2.865	3.035	3.210	3.393	3.578	3.769	3.965	3½
1.249	1.370	1.498	1.631	1.770	1.914	2.064	2.220	2.382	2.549	2.722	2.900	3.084	3.274	3.469	3.669	3.877	4.090	4.308	4.532	4
1.405	1.542	1.685	1.835	1.991	2.154	2.323	2.498	2.679	2.867	3.062	3.263	3.470	3.683	3.903	4.128	4.362	4.601	4.846	5.098	4½
1.561	1.713	1.873	2.039	2.212	2.393	2.581	2.775	2.977	3.186	3.402	3.625	3.855	4.093	4.337	4.586	4.847	5.112	5.385	5.665	5
1.717	1.885	2.060	2.243	2.433	2.632	2.839	3.053	3.275	3.505	3.742	3.988	4.241	4.502	4.771	5.045	5.331	5.623	5.923	6.231	5½
1.873	2.056	2.247	2.447	2.655	2.872	3.097	3.331	3.573	3.823	4.083	4.350	4.626	4.911	5.204	5.504	5.816	6.135	6.462	6.798	6
2.029	2.227	2.434	2.651	2.876	3.111	3.355	3.608	3.871	4.142	4.423	4.713	5.012	5.320	5.638	5.963	6.301	6.646	7.000	7.364	6½
2.186	2.399	2.622	2.855	3.097	3.350	3.613	3.886	4.168	4.461	4.763	5.075	5.398	5.730	6.072	6.421	6.786	7.157	7.539	7.931	7
2.342	2.570	2.809	3.059	3.318	3.590	3.871	4.163	4.466	4.779	5.103	5.438	5.783	6.139	6.506	6.880	7.270	7.668	8.077	8.497	7½
2.498	2.742	2.996	3.263	3.540	3.829	4.129	4.441	4.764	5.098	5.444	5.801	6.169	6.548	6.939	7.339	7.755	8.180	8.616	9.064	8
2.654	2.914	3.184	3.466	3.761	4.068	4.387	4.719	5.062	5.417	5.784	6.163	6.554	6.958	7.373	7.797	8.240	8.691	9.154	9.630	8½
2.810	3.085	3.371	3.670	3.982	4.308	4.646	4.996	5.359	5.735	6.124	6.526	6.940	7.367	7.807	8.256	8.724	9.202	9.693	10.197	9
2.966	3.257	3.558	3.874	4.203	4.547	4.904	5.274	5.657	6.054	6.464	6.888	7.326	7.776	8.240	8.715	9.209	9.713	10.231	10.763	9½
3.122	3.428	3.746	4.078	4.425	4.787	5.162	5.551	5.955	6.373	6.805	7.251	7.711	8.186	8.674	9.173	9.694	10.225	10.770	11.330	10
3.278	3.599	3.933	4.282	4.646	5.026	5.420	5.829	6.253	6.691	7.145	7.613	8.097	8.595	9.108	9.632	10.179	10.736	11.308	11.896	10½
3.435	3.771	4.120	4.486	4.867	5.265	5.678	6.106	6.550	7.010	7.485	7.976	8.482	9.004	9.542	10.091	10.663	11.247	11.847	12.463	11
3.591	3.942	4.307	4.690	5.088	5.505	5.936	6.384	6.848	7.329	7.825	8.338	8.868	9.413	9.975	10.549	11.148	11.758	12.385	13.029	11½
3.747	4.113	4.495	4.894	5.310	5.744	6.194	6.662	7.146	7.647	8.166	8.701	9.253	9.823	10.409	11.008	11.633	12.270	12.924	13.596	12
3.903	4.285	4.682	5.098	5.531	5.983	6.452	6.939	7.444	7.966	8.506	9.064	9.639	10.232	10.843	11.467	12.118	12.781	13.462	14.162	12½
4.059	4.456	4.869	5.302	5.752	6.223	6.711	7.217	7.742	8.285	8.846	9.426	10.024	10.641	11.276	11.926	12.602	13.292	14.001	14.729	13
4.216	4.626	5.057	5.506	5.974	6.462	6.969	7.494	8.039	8.603	9.187	9.788	10.409	11.051	11.709	12.384	13.087	13.803	14.539	15.295	13½
4.372	4.798	5.244	5.701	6.195	6.701	7.227	7.772	8.337	8.922	9.527	10.151	10.795	11.460	12.143	12.843	13.572	14.315	15.078	15.862	14
4.528	4.969	5.431	5.914	6.416	6.941	7.485	8.050	8.635	9.241	9.867	10.513	11.180	11.869	12.577	13.302	14.056	14.826	15.616	16.428	14½
4.684	5.141	5.619	6.118	6.638	7.180	7.743	8.327	8.933	9.559	10.207	10.876	11.566	12.279	13.011	13.760	14.541	15.337	16.155	16.995	15
4.840	5.312	5.806	6.322	6.859	7.419	8.001	8.605	9.230	9.878	10.548	11.239	11.952	12.688	13.444	14.219	15.026	15.848	16.693	17.561	15½
4.996	5.483	5.993	6.526	7.080	7.659	8.259	8.882	9.528	10.197	10.888	11.601	12.337	13.097	13.878	14.678	15.511	16.360	17.232	18.128	16
5.152	5.655	6.181	6.730	7.302	7.898	8.517	9.160	9.826	10.515	11.228	11.964	12.723	13.506	14.312	15.136	15.995	16.871	17.770	18.694	16½
5.309	5.826	6.368	6.933	7.523	8.137	8.776	9.438	10.124	10.834	11.568	12.326	13.108	13.916	14.745	15.595	16.480	17.382	18.309	19.261	17
5.465	5.997	6.555	7.137	7.744	8.377	9.034	9.715	10.422	11.153	11.909	12.689	13.494	14.325	15.179	16.054	16.965	17.893	18.847	19.827	17½
5.621	6.169	6.742	7.341	7.965	8.616	9.292	9.993	10.719	11.471	12.249	13.051	13.879	14.734	15.613	16.513	17.449	18.405	19.386	20.394	18
5.777	6.340	6.930	7.545	8.187	8.855	9.550	10.270	11.017	11.790	12.589	13.414	14.265	15.144	16.046	16.971	17.934	18.916	19.924	20.960	18½
5.933	6.512	7.117	7.749	8.408	9.095	9.808	10.548	11.315	12.109	12.929	13.776	14.650	15.553	16.480	17.430	18.419	19.427	20.463	21.527	19
6.089	6.683	7.304	7.953	8.629	9.334	10.066	10.826	11.613	12.427	13.270	14.139	15.036	15.962	16.914	17.889	18.904	19.938	21.001	22.093	19½
6.246	6.854	7.492	8.157	8.851	9.574	10.324	11.103	11.910	12.746	13.610	14.502	15.422	16.372	17.348	18.347	19.388	20.450	21.540	22.660	20
6.402	7.026	7.679	8.361	9.072	9.813	10.582	11.381	12.208	13.065	13.950	14.864	15.807	16.781	17.781	18.806	19.873	20.961	22.078	23.226	20½
6.558	7.197	7.866	8.565	9.293	10.052	10.840	11.658	12.506	13.383	14.290	15.227	16.193	17.190	18.215	19.265	20.358	21.472	22.617	23.793	21
6.714	7.368	8.054	8.769	9.514	10.292	11.099	11.936	12.804	13.702	14.631	15.589	16.578	17.599	18.649	19.723	20.842	21.983	23.155	24.359	21½
6.870	7.540	8.241	8.973	9.736	10.531	11.357	12.213	13.102	14.021	14.971	15.952	16.964	18.009	19.082	20.182	21.327	22.495	23.694	24.926	22
7.026	7.711	8.428	9.177	9.957	10.770	11.615	12.491	13.399	14.339	15.311	16.314	17.349	18.418	19.516	20.639	21.812	23.006	24.232	25.493	22½
7.182	7.883	8.615	9.381	10.178	11.010	11.873	12.769	13.697	14.658	15.652	16.677	17.736	18.827	19.951	21.099	22.297	23.517	24.771	26.059	23
7.338	8.054	8.803	9.585	10.399	11.249	12.131	13.046	13.995	14.977	15.992	17.040	18.122	19.237	20.385	21.558	22.781	24.028	25.309	26.626	23½
7.494	8.225	8.990	9.789	10.621	11.488	12.389	13.324	14.292	15.295	16.332	17.403	18.508	19.646	20.819	22.017	23.266	24.540	25.848	27.192	24
7.651	8.397	9.177	9.993	10.842	11.728	12.647	13.601	14.590	15.614	16.672	17.765	18.893	20.055	21.253	22.476	23.751	25.051	26.386	27.759	24½
7.807	8.568	9.365	10.197	11.063	11.967	12.905	13.879	14.888	15.933	17.013	18.128	19.279	20.465	21.686	22.934	24.236	25.562	26.925	28.32	25
9%	11	11½	12	12½	13	13½	14	14½	15	15½	16	16½	17	17½	18	18½	19	19½	20	



# Making Connections for the Furnace

When making up the furnace casing, provision must be made for the connection of the cold-air inlet, unless the furnace is to be set over a pit.

The cold-air inlet collar should be of a size to have an area equal to the combined area of all the warm-air pipes. The inlet opening should never be more than 12 inches in height, unless it is very large, and the width should be not only sufficient to extend around the base of the furnace far enough to give the desired area, but also to deliver the air all around the furnace, instead of supplying the air at some one point and letting it rise and the distribution take care of itself.

The possible effect might be that it would rise to some one point and some pipes would be well supplied, while other pipes would remain unfilled and do unsatisfactory work.

The cold-air inlet may well be of sufficient width to take up nearly the whole diameter of the casing, re-

put in at the centre and riveted in place to prevent sagging and pulling out from the casing along the top line.

Many furnaces have a double smoke-pipe connection, as shown in Fig. 7, consisting of an elbow and a tee piece. The elbow should be made either of three or four pieces, and if the workman has a good pattern handy the elbow and tee piece can be made in a few minutes for any size.

If there is no pattern he may lay out the elbow and tee piece as follows: Let A B C D, in Fig. 8, represent the elbow required, the distance A D and B C being equal to the diameter of the pipe. Then establish the point H, making the distance H F and H G equal to one-quarter of the diameter of the elbow. Then, placing one point of the dividers on the point H, describe the quarter circles, I 5 and F G.

For a three-piece elbow, divide this quarter circle into four equal parts, as shown, 1, 2, 3, 4 and 5. The dotted lines 1 and 5 show the end of the quarter circle. In laying out any elbow of this kind, no matter how many pieces are to be used, it is important to note that each end piece, as from 1 to 2 or 4 to 5 counts as one part, and each middle piece, as 2, 3, 4, counts as two parts of the quarter circle, as laid out by the dividers.

Following this rule, then the first joint or seam in the elbow would be the line 2 H, then allowing two parts for the next section, the next joint would be 4 H. Then the line 1 2 is equal to the rise of a three-piece elbow.

In laying out elbow patterns, the quarter circle for a three-piece elbow should be spaced in four equal parts, a four-piece elbow in six parts, a five-piece elbow in eight parts, and so on, allowing one space at each end and counting two for each middle section.

After obtaining the rise of the elbow, as shown in Fig. 8, to make the pattern, place the stretch-out on any straight line as A B, Fig. 9, and of a length equal to the circumference of the pipe. Divide it into any even number of equal parts and erect perpendicular lines, as shown in Fig. 9. On the end lines A C and B D lay out a half-circle equal in diameter to the rise of the elbow desired.

Divide these half-circles into half as many spaces as there are on the stretch-out line and draw line parallel to the stretch-out, as shown in Fig. 9, then a line drawn through the points of intersection will be the desired pattern. Allowance much be made for edges at each end.—Metal Worker.

## TABLE OF DECIMAL EQUIVALENTS

(Continued from page 27.)

.6875	"	"	5½ pints
.71875	"	"	23 gills
.75	"	"	3 quarts
.78125	"	"	25 gills
.8125	"	"	6½ pints
.84375	"	"	27 gills
.875	"	"	7 pints
.90625	"	"	29 gills
.9375	"	"	7½ pints
.96875	"	"	31 gills
1.000	"	"	1 gallon

Mackenzie Bros., Ltd., Winnipeg, have been incorporated to carry on a hardware business. Capital, \$100,000.

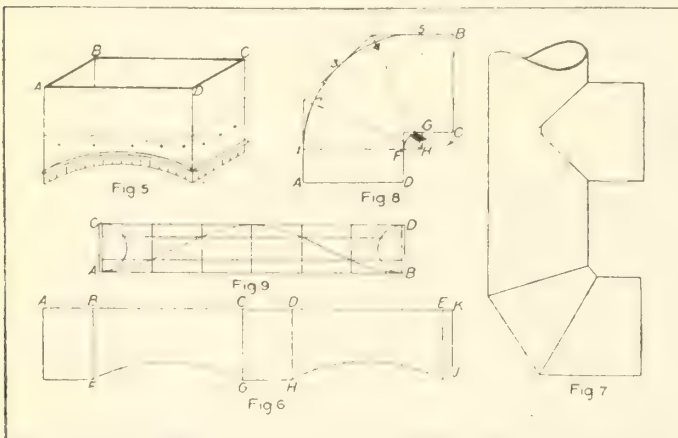


Fig. 5.—Laying out cold-air inlet connection. Fig. 6.—Developing pattern. Fig. 7.—Elbow and tee joint. Fig. 8.—Laying out elbow. Fig. 9.—Developing elbow pattern.

ardless of the height, even though the duct may be made with a double flare or taper to the collar which connects the casing.

To lay out the inlet connection, supposing it is to be straight and rectangular, proceed as follows: Let A. B. C and D, in Fig. 5, represent the length and width of the inlet that will give the area required.

Then with any straight line as A E in Fig. 6, draw perpendiculars as shown by A B C D. Let A B, in Fig. 6, equal the dimension of A B in Fig. 5, and B C in Fig. 6, equal B C in Fig. 5, C D in Fig. 6 equal C D in Fig. 5, and D E in Fig. 6 equal D A in Fig. 5.

Make the perpendicular line equal to the length of the inlet collar, then with the terminal point equal to one-half of the diameter of the bottom ring of the furnace, describe the arcs F G and H I. As shown in Fig. 6 at the end E I, allow 1 inch for a lap for riveting, as shown by J K. Then cut out the inlet piece, form it up, square, turn the lap over at the corner and rivet. Then turn a ¾-in. flange on the end to fit against the furnace casing. Form up another piece of metal 3 or 4 ins. long and fit it inside of the inlet collar, letting one end extend ½ in. beyond the flange.

Rivet it in place in the collar. This inner piece can then be notched all around the edge at intervals of about ½ in., as shown in Fig. 5. Then when the inlet collar is in place on the casing, the notched part is turned over on the inside of the casing, making a firm, tight joint.

If the inlet is of a large size, there should be a brace



# Ontario Retail Hardware Association's Service to Members

*Applications coming in for membership in Association—"Business Aids" Service Plan in operation—Value of Association*

THE campaign inaugurated a month ago to increase membership in the Ontario Retail Hardware and Stove Dealers' Association is already bearing fruit, and some of the captains at least are working hard for and obtaining results.

Secretary W. F. Macpherson is pushing on from his end the work of building up a strong organization. In a letter to the editor of Canadian Hardware Journal he says: "Returns from our first circular have been coming in nicely, showing the interest of the trade in the proposition outlined. I have received over 60 applications, including travelers, during the past few weeks, and the present issue of sample lists is sure to interest the trade, when they realize that a series of lists will be obtainable for the small membership fee asked."

## Service for Membership

The "Business Aids" proposition outlined in the first circular sent to the trade by Secretary Macpherson,

the other behind the counter in the department where the goods are stocked.

Members who are paid up to Dec. 31, 1915, will receive all issues of lists as soon as ready.


## What Price Lists Mean

In connection with the retail price service, Secretary Macpherson has sent out the following circular letter to the trade:

"Dear Sir: You have doubtless read the circular mailed you under date of April 15th, relative to the issue of a series of Price Lists for the use of the members of our Association.

"The first issue of the series has just been received from the printer and I have pleasure in enclosing you a copy to illustrate the manner in which the various lists will be prepared. As stated, the members will be furnished with two copies of each list, all of uniform size, one of which may be mounted on cardboard and hung near the stock, and the other sheet filed in the

**RETAIL PRICE LIST**  
**COACH AND LAG SCREWS**  
With Square Heads and Gimlet Points



**STANDARD DISCOUNT**

**5 16 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
1 1/2	2,250				
2	2,400				
2 1/2	2,600				
3	2,800				
3 1/2	3,000				
4	3,200				
4 1/2	3,400				
5	3,600				
5 1/2	3,800				
6	4,000				

**3 8 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
1 1/2	2,250				
2	2,400				
2 1/2	2,600				
3	2,800				
3 1/2	3,000				
4	3,200				
4 1/2	3,400				
5	3,600				
5 1/2	3,800				
6	4,000				

**7 16 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
1 1/2	2,250				
2	2,400				
2 1/2	2,600				
3	2,800				
3 1/2	3,000				
4	3,200				
4 1/2	3,400				
5	3,600				
5 1/2	3,800				
6	4,000				

**7 16 inch—cont'd**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
4	3,200				
4 1/2	3,400				
5	3,600				
5 1/2	3,800				
6	4,000				
6 1/2	4,200				
7	4,400				
7 1/2	4,600				
8	4,800				
8 1/2	5,000				

**9 16 and 5 8 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
2	6,000				
2 1/2	6,500				
3	7,000				
3 1/2	7,500				
4	8,000				
4 1/2	8,500				
5	9,000				
5 1/2	9,500				
6	10,000				
6 1/2	10,500				
7	11,000				
7 1/2	11,500				
8	12,000				
8 1/2	12,500				
9	13,000				
9 1/2	13,500				
10	14,000				
11	15,000				
12	16,000				

**3 4 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
2 1/2	3,200				
3	3,400				
3 1/2	3,600				
4	3,800				
4 1/2	4,000				
5	4,200				
5 1/2	4,400				
6	4,600				
6 1/2	4,800				
7	5,000				
7 1/2	5,200				
8	5,400				
8 1/2	5,600				
9	5,800				
9 1/2	6,000				
10	6,200				
11	6,400				
12	6,600				

**3 4 inch—cont'd**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
7 1/2	16,200				
8	16,900				
9	18,300				
10	19,700				
11	21,100				
12	22,500				

**7 8 inch**

Length	Qty.	Cost per 100	Sell. per 100	Sell. per doz.	Sell. Each
3	15,000				
3 1/2	16,000				
4	17,000				
4 1/2	18,000				
5	19,000				
5 1/2	20,000				
6	21,000				
6 1/2	22,000				
7	23,000				
7 1/2	24,000				
8	25,000				
8 1/2	26,000				
9	27,000				
9 1/2	28,000				
10	29,000				
11	30,000				
12	31,000				

**Coach Screws with Hexagon Heads add 10% to List Prices**

Example of one sheet of the retail price list being prepared and sent out by Secretary Macpherson of the Ontario Retail Hardware Association. The pages are ruled, the lines not showing up in the illustration.

and mentioned in his letter, are three: A series of retail price lists; classification for checking railway freight rates; and collection letters and stove lien notes. These were described in our last issue.

Two of the retail price lists are now ready and are being distributed, one on coach and lag screws, and one on common carriage bolts. The accompanying illustration of the screw list gives a fair idea of how compact and handy will be the series of lists when complete. At a glance the salesman will know the price for any quantity of these articles that may be required. Coming in a uniform size, two sets to each member, the lists are enclosed in folders, and are always ready for reference. One set should be in the dealer's office and

loose leaf binder to be furnished to each member for office use. You will notice that the lists are printed on heavy ledger paper to permit of erasures being readily made when price changes occur. The following lists are now ready for publication, some already in the printer's hands: Coach or lag screws, flat head wood screws, flat and round head stove bolts, sleigh shoe bolts, tire bolts, round head wood screws, blank nuts, square and hexagon, iron washers. Other lists such as bar iron, wire screening, poultry netting, malleable pipe fittings, iron pipe (black and galvanized) are under preparation and will be furnished to members as soon as published.

"Net costs at standard discounts will be furnished



for each list for insertion by member in his private cost mark. Concessions in price and extra discounts should mean extra profit to the dealer fortunate enough to receive same, and only standard costs should be observed in fixing retail prices.

"With these prepared lists, new prices can be quickly filled in and extra profits realized, when often the lack of time required to get up a new price list, defers getting the advance for weeks, at a very considerable loss. Every dealer, I am sure, will confirm this statement.

#### Will Try for 500 in June

"I would very much appreciate your appreciation of the work being done for the trade by our association, and would like you to be one of 500 to apply for membership this month. A \$3 membership fee will give you membership to December 31st, 1916, all the 'aid to members' promised, including price lists and binder, collection letters, lien notes, and all other aids as are



R. Hawkins, Smiths Falls, Captain of Eastern Ontario district.

extended from time to time. I have already received a goodly number of applications and if yours has not been forwarded, am sure that you will see in the proposition outlined a large and sure return for a very small investment."

#### QUEBEC HARDWARE DEALERS ELIGIBLE

The association officers wish it to be generally understood that dealers in Quebec Province are, under the constitution and rules of the O. R. H. & S. D. A., eligible for membership in the association. A number of inquiries from the sister province on this point makes necessary this statement. Hardware dealers in Quebec will, therefore, be welcomed as members of the association.

#### DEALERS' APPLICATION FORM

..... 1915  
W. F. Macpherson,  
Secretary O. R. H. & S. D. A.,  
Prescott, Ont.

I hereby make application for membership in the Ontario Retail Hardware & Stove Dealers' Association and enclose fee of \$3.00, for which I am to receive the service and material outlined in circular No. 1, April 15th, 1915.

Membership under this special application to expire on December 31st, 1916.

Solicited by,

Name .....  
Firm .....  
Address .....

#### ONE HARDWARE MEETING REPAYS EXPENSE

"I was more than repaid at the first meeting of this year's hardware convention for all the expense I incurred," writes F. W. Barton, of Barton & Fisher, Port Arthur, on the worth of membership in the O. R. H. & S. D. A. "Quite a number of new ideas learned while there have gone into the make-up of our new store, thus giving us the encouragement and confidence we needed to tide over a hard proposition in a hard time. You may rest assured that I will always boost the association, knowing that it is a great boom to the hardware trade."

#### CATALOGUE AS RESULT OF CONVENTION

"One of the ideas I got at this year's convention," writes R. Hawkins, Smiths Falls, captain in eastern Ontario, "is a trade catalogue, which I got out this spring and sent to all the farmers adjacent to our town. I hope and believe it will prove a good investment."

#### HOW ALABAMA IS INCREASING MEMBERSHIP

The Alabama Retail Hardware Association, after trying several plans, without visible results, to increase membership, at their convention last year divided the state into fourteen districts and elected a good man president of each. J. D. Martin, secretary-treasurer of that association, believes this plan "is going to be productive of more real good than any movement we have yet put into operation." This is the statement made by him to Canadian Hardware Journal.

Co-operative insurance is one of the features of association membership in U. S. trade organizations, and the saving in premiums on insurance carried has been a helpful means of increasing membership in the Alabama Retail Hardware Association.

#### ALBERTA R. M. A. MEET

The Alberta Retail Merchants' Association held their annual convention at Red Deer on May 18 and 19. Among the important matters discussed at the convention were the following: The Small Debts Court Act; the power of municipalities to deal with the sale of goods to country residents by other than local tradesmen; the disposal by wholesalers and others of bankrupt and assigned stocks; the Bulk Sales Act and its operation; cash versus credit; the necessity for association; questions from the question box, and many other interesting matters.

#### HARDWARE DEALER KILLED IN ACTION

Corp. Kenneth Courties Martin, of Bowmanville, Ont., who was killed in action in France, was the only son of W. H. Martin, hardware merchant, of that place. Born in Kingston, 29 years ago, he was educated in the public school there and in Mowatt's private school, Montreal. It was in the latter city he received his first military training in the Highland Cadets under Major Loudon and later in the Army Service Corps in Kingston. He was manager of the Latchford Hdwe. Co., of Latchford and Elk Lake. A year ago he opened a hardware business in Bowmanville with his father and on declaration of war was one of the first to enlist in the 46th Durham Rifles.

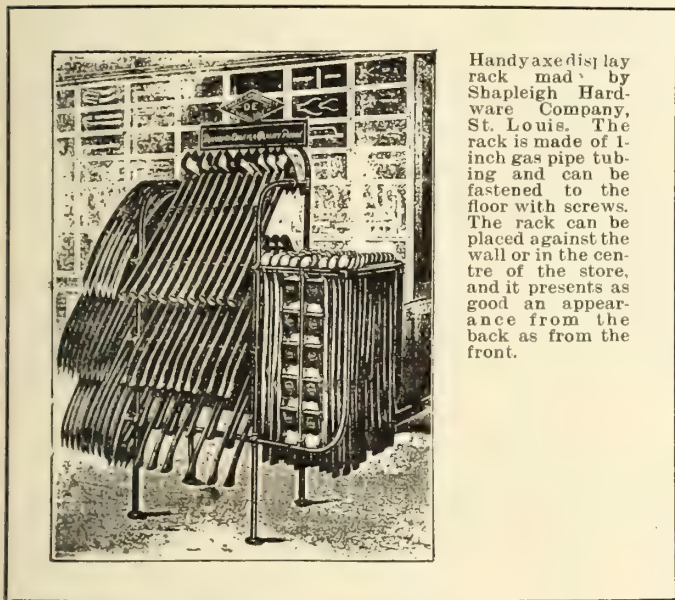


# Stunts of Canadian Hardware Dealers to Stir Up Trade

The retail dealers of Crescent Heights, a section of Calgary, Alta., have combined to publish and distribute to every home in that suburb a little weekly paper called "Crescent Heights Store News." It is one of those little stunts in co-operation that mean so much to build up and foster a spirit of loyalty among the merchants and residents of small centres—and it is working well. Chesney's Hardware has a page spread, in which, besides advertising seasonable goods, offers too, a number of "Saturday Specials."

## INCREASING SALES OF ELECTRIC LAMPS

Here's a good way of increasing Mazda electric lamp sales in furniture stores, says a dealer in these goods: "Most large furniture stores have the lamps for each



Hand axed display rack made by Shapleigh Hardware Company, St. Louis. The rack is made of 1-inch gas pipe tubing and can be fastened to the floor with screws. The rack can be placed against the wall or in the centre of the store, and it presents as good an appearance from the back as from the front.

floor controlled by a switch. When the salesman leaves the elevator with a customer he lights the lamps, but until then the floor is absolutely dark. A certain class of furniture, we will say, is shown on the fifth floor, but other very attractive lines are shown on the third and fourth. With the floors in absolute darkness, how much does the prospective customer see as he rides past on the elevator?

"We made a test of 15 and 20-watt Mazdas, and very soon 700 Mazdas are to be installed on three floors as a try-out on all-day burning. If it sells more furniture three more floors will be equipped. This helps the merchant and also helps sell lamps."

## ADVOCATES 5, 10 AND 15 CENT COUNTERS

The hardware department of the F. R. MacMillan Company, of Saskatoon, Sask., finds the 5, 10 and 15 cent section a valuable one for promoting sales in small lines in which it is difficult to work up business in any other way.

"It certainly sells the goods," was the statement of E. A. McFarlane, manager of the hardware department, to The Canadian Hardware Journal. "Women, for in-

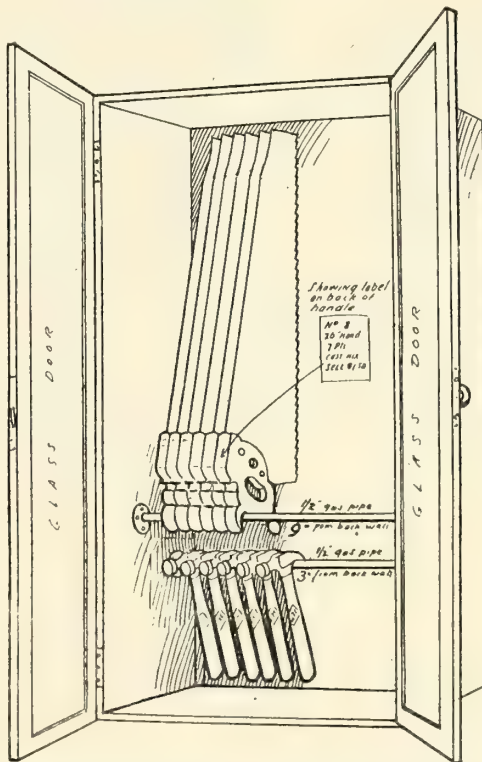
stance, rarely visit this section without picking up some of the small lines, and sales most frequently follow. The goods practically sell themselves. It also makes possible the display of a big variety of goods. The trouble in many stores is that they don't get before the people a lot of lines for which there is demand if they only were shown."

Many mahogany fixtures are in use in the store. While they cost a good deal, it is pointed out that they are also a material help in making sales. The wall fixtures in this department show the goods on the front, while the surplus stock is kept behind. Counters are in use with the rear section raised and used for display purposes.

## INCREASING THE SALE OF VACUUM MACHINES

Electric vacuum machines have reached a high degree of efficiency and electrical dealers are meeting with considerable success in selling this new sanitary sweeper.

One dealer in Toronto has found that it pays to rent out these machines at \$2 per day or \$1 for half a day. For small houses half a day is sufficient to clean the carpets, mattresses, curtains, etc. The result of this is to-



Unique saw and hammer case made and used in store of U.S. hardware dealer. For economy of space and convenience in handling and showing this device is in the first rank.

demonstrate to the housewife the value of the vacuum cleaner, and at the same time, secure a revenue from the machines.

## Provide Demonstration Space in Store.

While customers do go into a store and purchase these machines, sales may be greatly increased by having a demonstration space in the store, and by occasionally using the window and a bright rug for the pur-



pose of showing what the machine will do. When crowds are on the street, have someone operate the machine. A "live" window is sure to attract them to it.

A sifter filled with powdered borax should be handy, and a little borax sprinkled on the rug and picked up by the cleaner is a mighty convincing demonstration.

### SELL THE BIRDS—THEN THE CAGES

A Western Canadian hardware dealer in a fair-sized town, who does not want his name published, recently conducted a sale of canaries. He advertised them in his local paper to sell at from \$2 each up. Asked as to the outcome of this sale and its profitableness by the Canadian Hardware Journal, the dealer replied: "We do not make a practice of selling canaries the year round. These were just a few birds we bought from a party near here who raises them and who was in absolute need of money. We sold about three dozen in two weeks' time. On a bird which we sell for \$5 we make a profit of \$3, and with every bird we sell also a bird cage, on which there is a good profit. As regards this specialty sale affecting the sale of other lines, it no doubt has somewhat of a good effect, for anything which draws the people to your store is bound to have a little effect on the sales."

### GETTING PEOPLE TO READ CIRCULARS

It is frequently difficult to get the attention of customers by letters or circulars. The customer who receives them is likely to cast them aside with little attention unless there is some outstanding feature about them to attract attention. A plan that has been used by dealers in various lines of business is that of paying the prospect for his or her time in reading the letter or circular. The advertising is sent out to those on the mailing list and with it a cheque for a small amount, say, five cents. The first paragraph of the letter reads:

"We know your time is valuable and we are willing to pay for it at the rate of \$10 per day. We just want two minutes of your time, and although this letter is of itself well worth your while, we are willing to pay you for the two minutes it takes to read it, for which we enclose you our cheque for five cents."

The unusualness of the idea proves excellent advertising for the store. Canadian hardware dealers might probably be able to use this plan to advantage when they have something special which they wish to interest customers in.

### FILING USEFUL CLIPPINGS

A Winnipeg subscriber to The Canadian Hardware Journal described to a representative his method of filing clippings. He maintains a large scrap book, which he has divided roughly into a number of departments.

An index is kept of all the articles, and each clipping is entered in the index with the number of the page on which it is pasted opposite. Thus, in referring to clippings on a certain subject, they will generally be found very close together.

### SUBURBAN DAY BARGAINS.

The retail merchants of Kansas City, Mo., have hit upon a good idea that is explained in their slogan: "Every Wednesday is Suburban Day in Kansas City." As in most other big cities, Wednesday is a light trade

day in Kansas City, and the merchants set about to remedy this. They succeeded in a highly satisfactory way by calling Wednesday "Suburban Day," and offering special inducements to suburbanites to come to the city on that day instead of coming on Saturday, when the stores are already crowded.

### THE DEVELOPMENT OF INITIATIVE.

Most of the big things in this world have been accomplished by men with initiative, those who have not been content with doing things forever in the same old way, but have used their brains to think up something new and at the same time practical.

The individual who is always dependent upon someone else to bring out his own usefulness, and who is lacking in original ideas of his own, which he can put into force all by himself, lacks initiative. Men with initiative, on the other hand, can pick out a course and go ahead without waiting to be told. They do not require superintendence and, therefore, are worth more money than those who cannot go ahead without constantly consulting someone close to them and thus taking the other man's time, which is valuable because he has initiative or leadership.

Some people claim that initiative is born in a person. No doubt that is true to some extent, but initiative can also be cultivated to a remarkable extent. This is demonstrated by the instances where men have made little progress until they put forth a real effort to make good. Then, their initiative began to develop.

The clerk, no matter what position he may occupy, has plenty of room for the development of initiative—thinking up new and improved ways of doing things and carrying on his work without having to be constantly directed what to do.

### FOUR QUESTIONS FOR THE DEALER.

Do you cultivate your existing customers with a view to getting information about new ones? Don't forget to ask if they are good payers.

Do you question the traveling salesman as to how to market at the best profits the goods you give him an order for? Salesmen acquire all kinds of information.

Do you take pains to make a good first impression on new customers? Goods don't sell themselves. There's a personal side in sales.

Do you sit in silent dignity in your private office or do you mix in with your clerks and customers? It's the dealer who keeps in close touch with everything who has his store in good shape at all times, and whose clerks are usually agreeable to their customers.

### OUTGREW BUILDING IN EIGHT YEARS

(Continued from page 35.)

pleasing and attractive; everything in fact to care for the comfort and convenience of tenants.

Carrying a stock of shelf and heavy hardware, paints and oils, garden tools, harness, baby carriages, bicycles, silverware, brass goods, sporting goods, refrigerators, stoves, etc., a big exhibition of these goods was shown on opening day. As well, a baking demonstration was held for the benefit of women callers, to show the merits of the ranges carried by the firm. Hot biscuits and coffee were served during the afternoon and evening. The event was a successful augury for business development in Barton & Fisher's new store.



# Automobiles and Accessories in the Hardware Store

A hardware dealer felt that his gasoline sales were not what they might be. Rock-bottom prices and a large sign above the door, stating the low price, brought no results.

To remedy this condition he decided to use a plan that he had seen worked when he lived in a small town some years before. Then the local milk dealer had issued booklets, the pages being subdivided into small "tickets" with perforated edges. "One pint, one quart" were printed on the marked-off portions. Then, as the milk was purchased by the consumer, the correct ticket was given for the quantity.

This plan the hardware dealer decided to apply to his gasoline business. Instead of pints and quarts, the measure on the booklets which he issued was "gallons."

These booklets he sells to owners who keep their machines in his garage, and to outsiders whom he can interest in them. The method, he finds, has greatly augmented his gasoline sales. Women—wives of car owners—find it very convenient to get gasoline in exchange for a scrap of paper, and so do men. Further, this plan guarantees, in a large measure, gasoline sales that would probably go to other dealers.

## NEW AUTOMOBILE ACCESSORIES AND PARTS

The Windsor Machine and Tool Works will shortly put on the market a new license holder.

The Swedish Crucible Steel Co. of Windsor has started its plant in the manufacturing of automobile castings.

## MAY BUILD CANADIAN PLANT

The contract to manufacture the Bell pump line by the White Machine Co., Windsor, has been cancelled. The Detroit concern contemplates the organization of a Canadian company this year.

## COMPANY ENLARGE MANUFACTURING SPACE

The Diamond Manufacturing Co. of Walkerville, manufacturers of wind shields, have largely increased their floor space by taking over the rooms formerly occupied by the Walkerville Power and Light Co.

## MOTOR ACCESSORIES IN ONTARIO

The motor industry in the Western Ontario section has developed wonderfully in the recent past. The Ford Co. commenced the upward move, so that at this time of writing over 1,300 men are on the pay sheet, and additional men are added every day. The output has been increasing daily, until it has reached 125 cars, thus passing last year's record.

The effect of this has been felt in other factories in Windsor, Walkerville and Ford. The Kelsey Wheel Co., The Dominion Stamping Co., Canadian Lamp and Stamping Co., The Fisher Body Co., The American Auto Top Co., Diamond Mfg. Co., and the McCord Mfg. Co., and others, all located in this section, are running to full capacity as a result of the Ford's big output.

The Studebaker Corporation has started up with 250 men, and things are commencing to hum in this factory. Since the raise in the duty of 7½ per cent., numerous conferences of the officials have been held. As a result

it has been decided that the company will absorb the extra duty, so that the prices previously announced by the Studebaker Corporation will stand.

Besides numerous orders from old dealers, three were received recently, calling for deliveries for 600 cars.

It has also been decided by this company that hereafter all export business will be handled by the Canadian company. This will mean business all the year round, large additions to the factory buildings, larger staffs and a much greater production.

## SHOCK ABSORBER FOR FORD CARS

The shock absorber for Ford cars, shown in the accompanying illustration, will, it is claimed by the makers, cut down tire bills materially and add greatly to the life of the car. The "Noshok" shock absorber has an oscillating motion, which is very sensitive. The sensitiveness of action of the absorber automatically takes up and destroys jars and jolts, heavy or light,



Shock absorber for Ford cars, manufactured by the Richards-Wilcox Canadian Co., London, Ont.

not only absorbing the shocks but preventing the rebound, and to the occupant of the car it seems like riding in a boat on a quiet sea.

The "Noshok" shock absorbers are easy to apply. They take the place of the spring shackles and can therefore be applied without removing the rear wheels or tearing down the front axle. No special tools are required, as they are attached to the original bracket already on the car, do not alter the slant of the axle found so essential by the Ford Motor Co., and therefore do not change the driving of the car.

The load is carried on the bronze bushing in the Ford bracket. The plate which carries the coil spring is provided with lugs which engage the bolt passing through this bracket. The car springs cannot bump on the axle, as the cushion slot in the absorber prevents. The claim is made that the absorber cannot be injured by an overload.

The "Noshok" shock absorber retails at \$8.00. It is manufactured by the Richards-Wilcox Canadian Co., London, Ont.



## Advertise Electric Window Display

When an electrical dealer has a particularly attractive window display it is good business to have as many people as possible view the display. One way to let the people know about it, of course, is through the medium of the local newspaper. The accompanying advertisement shows how a dealer in Brantford tells the people what he is doing.

A special appeal is made to the ladies to view the electric cooking utensils. "They take the drudgery out of housework" is an appealing phrase to any

### Particularly The Ladies



Should See  
**"COWAN'S  
WINDOW"**

Display of "Simplex"  
Electric cooking  
utensils

They take the drudgery out of housework, and leave the housewife more time for recreation and rest.

"Simplex" goods are built to last, and have been giving satisfaction for 20 years.

"Simplex" Electric Irons, Toasters, Percolators, Tea Urns, Heating Pads, Water Cups, Curling Tong Heaters, Ranges, etc., etc.

**T. A. COWAN**

PLUMBING HEATING LIGHTING

**81 Colborne Street**

THE STORE WITH THE BLUE FRONT

Brantford dealer advertises his window. This attractive, "pulling" advt. was 6½ x 6 inches.

woman, and the whole arrangement of the advertisement suggests an excellent window display.

In order that the store may be easily recognized the front is painted blue and mention of the fact is made in the advertisement—"The Store with the Blue Front."

### HELP MANUFACTURERS IN DISPLAY

The manufacturer has learned that the show window is a powerful selling force, and the retailer has learned that the manufacturer can bring to bear well-directed advertising that adds greatly to the efficiency of the show window. This applies not only to electrical manufacturers who have nation-wide distribution of their products, but to the smaller ones whose products are sold only in more or less restricted zones. In other words, the manufacturer and retailer have found that it is possible for them to work together with better results than can be had if they work alone.

### NOVEL AND ATTRACTIVE WINDOW DISPLAY

Next to live things in the window—chickens, rabbits or puppies—the public dearly loves to see something in motion. The biggest shopping crowd at Christmas time is never found before the array of dolls, but where the mechanical train goes puffing around the real track. Another strong factor in interesting a crowd is the "money motive"—cupidity. If they think they can get something for nothing they will stay until the police drive them away.

A retailer of electrical novelties combined these two appeals in a striking window display, which he says

brought him the best results he has ever had from any trim he ever invented. A common wire waste basket was set in the window upside down, with an electric fan under it placed so as to force a current of air up through a wire mesh into the enclosed space of the inverted basket. Here he put a number of dollar bills, and when the fan was started they danced for dear life in the breeze. A placard at one side said: "Count the Dollar Bills and Get One Free," and the rest of the window was dressed with timely electrical novelties which were for sale inside.

The dancing dollar bills speedily drew a crowd, and although it was practically impossible to count them, all day long there were willing aspirants before the window, who incidentally got a very good idea of the location and character of the store.

### WINDOW ADVERTISING BY CONTRAST

A window display which received considerable attention was made by dividing the window into two parts. Various things were arranged to contrast the old and new methods of housekeeping. The things were arranged in corresponding positions on either side of the window. The following gives an idea of the contrast:

Old Fashioned.	Modern.
Common Broom.....	Vacuum Cleaner
Hot Water Bottle.....	Electric Foot Warmer.
Common Coffee Pot .....	Electric Coffee Percolator.
Flatiron.....	Electric Iron.
Wire Toaster .....	Electric Toaster.
Common Wash Tub .....	Electric Washing Machine.
Box of Matches .....	Flush Button Switch.
Coal Oil Lamp .....	Tungsten Lamp.

The use of the electric and coal oil lamps adds to the contrast and this is heightened by using a blue background on the section showing the old fashioned goods. This may be panelled with white strips. The background of the electric section should be white panelled with blue. The floors, also, should be blue and white respectively.

### ELECTRIC LIGHT BULBS NOW MADE IN CANADA

Electrical men will be very much interested to know that electric light bulbs are now being made in Canada for the first time.

Recently the Jefferson Glass Company, Limited, Toronto, reopened their factory, and one of the new lines which they are making is electric light bulbs for Canadian lamp manufacturers.

Previous to this electric light bulbs have been imported from the United States and from Austria. Since the war the Austrian supply has, of course, been eliminated; and this fact, together with the recent addition of 7½ per cent. duty, has enabled the Jefferson Glass Company to start turning out electric light bulbs at a cost which enables them to compete successfully with foreign-made bulbs.

### HYDRO-ELECTRIC RADIATION, LIMITED

Dominion charter has been granted Hydro-Electric Radiation, Limited, Toronto, Ont., to carry on business in the manufacture and sale of radiators, stoves, ranges, boilers and all kinds of heating appliances for the radiation and supply of heat by means of electricity or in any other way.

John Templeton, Harry C. Long and John McDonald, all of Toronto, are interested.

The new company is capitalized at \$500,000.





DOUBLE WINDOW DISPLAY MADE BY BARTON &amp; FISHER, PORT ARTHUR, FOR THEIR OPENING DAY.

## Business Outgrew Building in Eight Years

*Barton & Fisher, Port Arthur, settle  
in new store—An auspicious opening*

**A**N APPRECIATION—Further than the fact that it has always been our constant endeavor to conduct our business strictly along lines of absolute fair dealing to everybody, we do not take any credit to ourselves whatever for the great success which has been ours. But we give credit where credit is due—and that is with the many, many people who have so appreciated our efforts to please them that they have become constant, regular customers. We hope to see you one and all at our store to-morrow. You cannot fail to be interested in familiarizing yourselves with our goods in the new store, while, besides with the added room, we are increasing the variety of our stock to a large degree. We can be of greater service than ever, while any additional attention which will make your purchase more satisfactory is gladly at your disposal."

**T**HE above is the invitation issued by Barton & Fisher, hardware dealers, of Port Arthur, Ont., to come to the formal opening of their new store on Saturday, April 17.

Barton & Fisher commenced business in their old stand, at 188 Algoma Street, on May 1, 1907, so that in eight years they completely outgrew their old store, rendering necessary the building of a new structure to house their business a little further along the street.

The first customer who entered the old store in 1907 was a Mrs. McCormick, still a respected resident of Port Arthur, and a constant and consistent customer ever since.

Before letting the contract both Messrs. Barton and Fisher made several trips to the East, making studies of the leading features of the best known hardware stores, which later were embodied in the plans and specifications of their new building.

Mr. Barton, in this connection, vouches for the assistance given him by the officers and members of the Ontario Retail Hardware Association, and states that his attendance at the convention meetings also was a paying proposition and investment.

The building is a three-storey structure, 115 feet by 28 feet. The walls are solid brick, 17 inches thick, and steel girders support all floors. A notable thing about the joists is that not one of them has been cut to allow for piping or wiring.

Hot water heating is installed throughout. There is

a large vault, roomy elevator, ample and adequate fire escapes, pleasing and harmonious decorations throughout, ample accommodation without crowding, and other features, which go to make the building complete and modern in every sense. It is a credit to Port Arthur.

The store is large and roomy, the ceiling being 17 feet high, allowing ample space for easy and pleasing displays of goods. The high ceiling, too, allows for double window displays—the upper portion being readily seen from street cars or across the street. Both windows are constructed along scientific lines.

A public hall occupies the entire second storey of the building. It is equipped with kitchen, cooking re-

## SPECIAL PRICES

— IN —

### Household Necessities

at the Big Store, Monday and Tuesday, April 19-20

Following our Formal Opening of Saturday, April 17th, when you had the pleasure of seeing through our new building, we are continuing the opening activities for two days longer, and during these two days have decided to offer the following TEMPORARY PRICES on household necessities. This is only a partial list, however. While you are in the store you will see many other valuable savings.

Wash Boilers, regular \$1.27	special	\$2.50
Wash Boilers, regular \$2.00	special	1.50
Galvanized Boilers, regular \$1.00	special	1.20
Galvanized Tube, Nos. 1, 2, 3	special	75c, 90c and 1.00
Brooms, regular 15c, 15c and 50c	special	.25
Wash Boards, special at		20 and .40
Door Mats, regular \$1.25 and \$2.00	special	75 and .90
Floor Mats, regular \$1.00 and \$1.50	special	.60 and .75
Flour Bins, regular \$1.75, \$1.75, \$2.25	special	1.00, 1.40 1.75
Feed Boxes, White Enamel, regular \$1.00	special	75c and \$2.00
Double Cookers, regular \$1.10	special	1.15, 1.35 1.50
Dust Pans, regular 25c	special	.15
Individual Tea Pots, regular 6c and 75c	special	.50 and .15
Frying Pans, special at		.10, .15, .20 and .25
Double Cookers, No. 50, special at		.45
Granite Cake Tins, special at		3 for .25
Granite Pie Plates, special at		3 for .25

BEAR THIS FACT IN MIND: IT MEANS MUCH TO YOU

Remember that all our goods are marked in PLAIN FIGURES, so that when we make a SPECIAL OFFER you know that it is GENUINE.

## BARTON & FISHER

Smiths and Dealers in all kinds of Hardware -  
Bicycles, Refrigerators, Baby Carriages, etc.

Phone North 435 186 and 188 Algoma Street South

The first "bargain day's" announcement following opening of new store

quirements, dishes, ante-rooms, and other conveniences, making it available for dances, meetings, etc.

The third storey is divided into suites, with every modern convenience, including fine bathrooms, wiring for electric stoves, decorations and finishings that are

(Continued on page 32.)



# Advertising for the Summer Sporting Goods Trade

By J. B. LEVER

**D**EALERS will probably experience a fairly good demand for sporting goods this season. Owing to the war Canada will this summer see more visitors from the United States than ever before. The fact that the hotels on the upper lakes and at the seaside are booked up for the season to a degree unprecedented in their history assures this. Nine-tenths of these visitors will purchase sporting goods of some kind during their stay in our midst, for even do they not all purchase their full equipment in Canada, there are few that will not find it necessary from time to time to replenish their supply—if they know where they can do so.

Then there is the trade of Canadians themselves to be taken into account. The probability is that it will show no diminution this season. And among lovers of sports and pastimes there are none more ardent than the people of Canada. Most of them are as enthusiastic over fishing as some people are over religion.

To supply the demand of these enthusiasts of outdoor sports and pastimes is naturally the desire of every dealer. And as the best way of getting it, next to having the necessary goods in stock, is to advertise, I have for this issue selected for reproduction a number of sporting goods ads. These ads are not only of various sizes and descriptions, but being the advertisements of dealers far and wide in Canada are representative.

The first ad. shown in the group is that of the Tourtellot Hardware Company, Ltd., Port Arthur. It is an attractive and well-balanced ad., but its outstanding feature is the appeal it makes to the holiday trade. Doubtless it led many people to decide how they would spend the holiday as well as sold supplies to others who had already come to a decision on this point. He is a wise dealer who studies how he can frame his advertising in order to catch the eye and get the sympathy of people during outstanding occasions either in national or local affairs. The original was  $4\frac{1}{2}$  by 6 inches.

The advertisement of Tisdall's, Ltd., Vancouver, is typical of the many which this firm run in the local newspapers during the summer season. Their ads. only occupy a space of  $4\frac{1}{4}$  by  $2\frac{3}{4}$  inches, but they are always outstanding. And a fisherman would certainly stop to peruse the one herewith reproduced.

While the advertisement of C. T. Laird, Regina, does not, strictly speaking, deal with sporting goods, yet it deals specifically with certain supplies which are decidedly requisite to campers and sojourners in summer cottages. The ad. is a good one and in its original size was  $2\frac{1}{8}$  by  $6\frac{1}{4}$  inches.

Rice Lewis & Son's ad. is a striking example of how well even small space may be utilized to advantage. The original was only  $2\frac{1}{8}$  by  $5\frac{1}{4}$  inches, but it was so well written and so well laid out that it immediately arrests the attention.

"Be a Sport—Play Tennis," the introductory phrase in the advertisement of R. Uglow & Co., Kingston, is a catching one, which is, after all, what every introductory line should be in an advertisement as well as in a newspaper article. Of course, a phrase may be catching and yet not appropriate. This is both catching and appropriate. The purpose of the ad. was to excite a desire for lawn tennis and to furnish information as to

the price at which racquets could be purchased. The original was  $4\frac{1}{4}$  by  $4\frac{1}{8}$  inches.

The advertisement of the Fraser Hardware Company, Vancouver, is an all-round good one. It is well written, well balanced, newsy, and its general appearance artistic. At the same time, it is made up of a number of simple statements of fact, and without any attempt at introducing smart language. It is an ad. that may well serve as a model. The original was  $6\frac{1}{2}$  by  $9\frac{3}{4}$  inches.

Ingram & Davey, St. Thomas, usually get out attractive advertisements. In the one reproduced in this issue they have maintained their reputation. It is not only an attractive advertisement, but it is comprehensive enough to include articles employed in nearly all classes of sports. From a perusal of the ad. the reader gathers the idea that Ingram & Davey's sporting goods department is so complete that the needs of all classes can be supplied there. In other words, it is an advertisement that tends to build up reputation. The original was  $6\frac{3}{4}$  by 8 inches.

The advertisement of The Christie Bros. Co., Ltd., Owen Sound, is striking. And so much so that no one interested in baseball, lacrosse, football or lawn tennis would be likely to pass it without stopping to read its contents. The original was  $6\frac{1}{2}$  by 7 inches.

From the advertisement of James S. Neill & Sons, Ltd., Fredericton, the idea would doubtless be gathered that for fishing tackle and fishermen's sundries it would be a comparatively easy matter to get a full supply from the firm's sporting good department. It is naturally a good thing to get an impression like that abroad. It creates good will, which is the object every advertiser should have when he is preparing his copy for the printers. The ad. is also striking and well balanced. The original was  $6\frac{1}{2}$  by  $6\frac{1}{4}$  inches.

\*Fishermen and lawn tennis players particularly would naturally have their attention arrested by the advertisement of Hurd & Company, Ottawa. From a typographical point of view, however, the ad. is not all that it might have been, the type having been thrown together rather too carelessly. It is the illustrations and not the display type which attracts. The original was  $6\frac{1}{2}$  by  $5\frac{3}{4}$  inches.

## THE RISE OF TRADE-MARKED GOODS

A certain kind of manufacturer has come into the open. These men turn the white light on their goods. When a man puts his business name on his merchandise he has practically signed a contract with the public to deliver goods worth that price. His success depends upon public approval of the quality at the price. That manufacturer does not make a fortune on his first sale. If he makes a profit, it is up to the re-orders that bespeak public trial and a favorable verdict. If he fails to make profit, it is because the public has tried the goods and found them not worth the money, or because the manufacturer has set the price too low. In any event the transaction is carried on in the open. There is another set of manufacturers who prefer to send out their goods with no brand marked on them. In many cases they obliterate their own names and



allow the dealer to sell the goods under his name and at whatever price he can get. Generally these manufacturers do not advertise their goods widely. They ride to success on the advertising of the well-known goods. When the consumer asks for the advertised brands he is invited to accept these unknown goods at whatever price the dealer thinks he will pay. This is the substitution canker. It is one of the most malignant sores on the commercial body. Nearly every reputable manufacturer of wide fame is anxious that the dealer sell his goods at the same price to everyone. But, as the law stands, he cannot compel the dealer to do so. Thus it is that the unscrupulous retailers are able to juggle prices of branded goods—selling too low to some, too high to others, getting their profit somehow or other, when it would be a simple and more honest matter to sell at the reasonable profit set by the manufacturer as determined by the merits and quality of the article.

### THE REAL TEST OF AN AD.

If your advertisement reads as if you were trying to make a profit out of the reader by hypnotizing his judgment, instead of seeking to meet his needs or de-

sires, all the space, copy "punch," and artistic layouts in the world will not make it a good ad. You may talk yourself black in the face about the "benefits" to be derived from using your goods, but it will do you no good. If your mind's eye is on the dollar you are seeking, the ring of the metal will get into your voice, and somehow it will sound more like brass than silver. And that, it seems, is the basic, the ultimate test of what we may call technical merit in advertising. If your copy appeals to the reader as helping him, he will heed it. If it reads as if you were trying to use him as a means to help yourself, he will turn away. And the difference is perhaps oftener a subtle matter of "how it sounds" than of any specific difference in theme.

### SELL PUMPS BY DEMONSTRATION

Revillion Wholesale, Ltd., of Edmonton, have samples of the pumps in their hardware department set up and in working order, the water going into a trough and running off. This practical demonstration of the pumps is an excellent way to convince prospective purchasers of their value. Why could not the retail dealer use the same idea to sell pumps?

**FOR THE HOLIDAY**

**Going Fishing?**

We have the largest selection of fishing tackle in the city. Fishing Line, Fishing Hooks, Gut Hooks, Gut Leaders, Trolling Lines, Sinkers, Bait Boxes, Fish Bait, Lure Bait, Salt Lures, Bass Hooks, Fish Bait, Trout Flies, Spinning Rods.

**BASEBALL GOODS**

A full range of baseball goods, including Bats, Balls, Mitts, Caps, and Uniforms. Also, a full range of baseball equipment, including Bats, Balls, Mitts, Caps, and Uniforms.

**HAMMOCKS**

We have the best selection of hammocks in the city. Also, a full range of hammock equipment, including Bats, Balls, Mitts, Caps, and Uniforms.

**TOURTELLOTT HARDWARE CO., LTD.**  
CHATEAU HAWKWARD, Port Arthur  
Phone N. 122

**FISHING TACKLE FOR EVERY PURPOSE**

Over 20 years experience has taught us that what is needed. Our tackle is of the highest quality and is guaranteed to be the best. We have a full range of fishing tackle, including Bats, Balls, Mitts, Caps, and Uniforms.

**TIDALLS LIMITED**  
118-120 Baiting St. Wm. Vancouver, B.C.

**Tents**

**A Bargain For You Today**

4 Sizes, Good Duck Prices **Begin at \$11.25**

Comp. Bed and Mosquito Net

For Base Ball

Store Closes 3 p.m. Saturdays

**C. T. LAIRD**  
534 Hamilton Street  
Toronto, Ontario

**BE A SPORT**

**Play Tennis!**

TENNIS RACQUETS

**R. UGLOW & CO.** 141, Prince Street

**Special Saturday Values in Hardware and Sporting Goods**

**MEAT SAFES**  
Three sizes and beautiful. Very light weight.  
\$100 values for... **75c**  
\$150 values for... **\$1.15**  
\$200 values for... **\$1.50**  
\$250 values for... **\$2.10**  
LACROSSE STICKS—\$4.00 values for... **\$2.75**  
CRICKET BATS—\$10.00 values for... **\$6.50**  
BASEBALL GLOVES 13 CTS.  
BASEBALL SUITS 1.2 CTS.

**LADIES' GARDEN SETS**  
Containing rake, shovel, border, etc.  
\$10.00 values for... **40c**  
\$15.00 values for... **\$1.10**  
Garden Rakes all sizes **35c**

**LAWN MOWERS**  
Five blades. 14 inch cut. Full. Blade cut. Has even edge. No parts. Sprayed.  
\$7.00  
GREAT AMERICAN LAWN MOWERS, per set **\$1.00**  
TENNIS COURT LAWN MOWER, made especially for private courts, regular **\$3.00** Saturday **\$21.50**  
BOWLING GREEN MOWER with best steel blade. 22 inch, reg. **\$45.00** Saturday **\$35.00**

**RAMMOCKS**  
\$3.00 values for... **\$2.25**  
\$3.50 values for... **\$2.65**  
\$4.00 values for... **\$3.75**  
\$5.00 values for... **\$5.00**

**COUCH RAMMOCKS**  
Blankets, with bed, pillows and mattress, regular **\$15.00** Saturday **\$10.50**

**CRICKET SETS**  
American style 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 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2842, 2844, 2846, 2848, 2850, 2852, 2854, 2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150, 3152, 3154, 3156, 3158, 3160, 3162, 3164, 3166, 3168, 3170, 3172, 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3506, 3508, 3510, 3512, 3514, 3516, 3518, 3520, 3522, 3524, 3526, 3528, 3530, 3532, 3534, 3536, 3538, 3540, 3542, 3544, 3546, 3548, 3550, 3552, 3554, 3556, 3558, 3560, 3562, 3564, 3566, 3568, 3570, 3572, 3574, 3576, 3578, 3580, 3582, 3584, 3586, 3588, 3590, 3592, 3594, 3596, 3598, 3600, 3602, 3604, 3606,



## Collins' Course in Show Card Writing

*19th of a series of  
articles specially prepared  
for this journal. A con-  
venient work table.*

In an earlier lesson we suggested that an ordinary kitchen table was suitable for a card writer's work table. For those who may wish a special table for their work we give herewith a drawing of one that is easily made and is adjustable to any desired position.

The top should be well made of  $\frac{3}{4}$ -inch clear lumber, well jointed and glued together, and battened on the back with  $\frac{7}{8}$  by 2-inch pieces screwed on edgeways. The top may be any desired size, but should not be less than 30 by 36 inches. It should have a little strip or ledge at the bottom side of the table to keep the cards from sliding off when used in a slanting position.

If  $\frac{7}{8}$ -inch lumber is used for the under framework the uprights should be about  $4\frac{1}{2}$  inches wide, and the sliding uprights attached to the table should be about  $2\frac{1}{2}$  inches wide, the lower crosspiece about 4 inches wide, and the upper crosspiece and the two braces about  $2\frac{1}{2}$  inches wide. The feet should be about 2 ft. 6 inches long by about 7 inches wide.  $\frac{7}{8}$  by 1-inch pieces should be used as guides on each side of the sliding upright pieces. Butterfly or thumb nuts should be used with bolts to hold these sliding pieces in position. Screw a half-circle of cast iron on the underside of table for adjusting the top to any desired position or angle. The bolt for this should go through from one side to the other and one butterfly nut used to hold the top in position when tilted or when used flat. Should it not be possible to get these half-circle pieces conveniently, straight pieces of  $\frac{1}{8}$  by  $\frac{3}{4}$  inch iron can be attached to the front of the battens, one on each side, and thumb nuts and bolts used to hold them in place. The dotted lines show how these pieces can be attached. Let them pass over the top of the bolts and use a washer to tighten the thumb nut against these pieces.

The small drawing will show how to attach the uprights to the battens on the underside of the table. The top of the uprights should be rounded to permit the table to tilt. Slots cut in the uprights will permit the table to be adjusted to any height desired. The object of this is to lower it so one may sit down to work

or raise it sufficiently to stand while working full sheet cards.

It will add to the appearance of the table if the entire framework is painted or stained some dark color, but the top or board on which you do your work should be left the natural color of the wood. A table of this kind will be found a most convenient accessory for doing your work, and as you should be able to make it yourself its cost will be trifling.

### Colors for Outdoor Use

Every card writer will be called upon to letter cards for outdoor use. These, when not protected, should be done in colors that will not "run" with the wet.

There are two blacks that are in general use. Possibly the more convenient one is the ordinary stovepipe varnish, which in reality is nothing but black japan or asphaltum. This can be obtained in 10-cent and 15-cent tins. It usually needs a little thinning, which can be done with gasoline. This is preferable to turpentine, but should be handled with care, on account of its inflammableness. It should not be exposed to a fire in any way. Care should also be exercised in keeping the japan or varnish tin covered when not in use, as it hardens when exposed to the atmosphere.

The other black is the ordinary coach painters' drop black ground in japan. This may be had in any paint store. It should be thinned with gasoline and have a little "drier" added to it. Mix only a sufficient quantity for your immediate use, as japan and oil colors will not keep the same as water colors will.

For red, mix dry vermilion with driers, oil and gasoline in about the following proportions: One tablespoonful of driers, half tablespoonful of oil, and two or three tablespoonfulls of gasoline. Use enough red to make a good workable color that will cover well and not be streaky. The oil is added to prevent the color from drying too quickly, and in this small proportion will not "grease out" around the letters. With a little practice you will soon learn the different amounts to

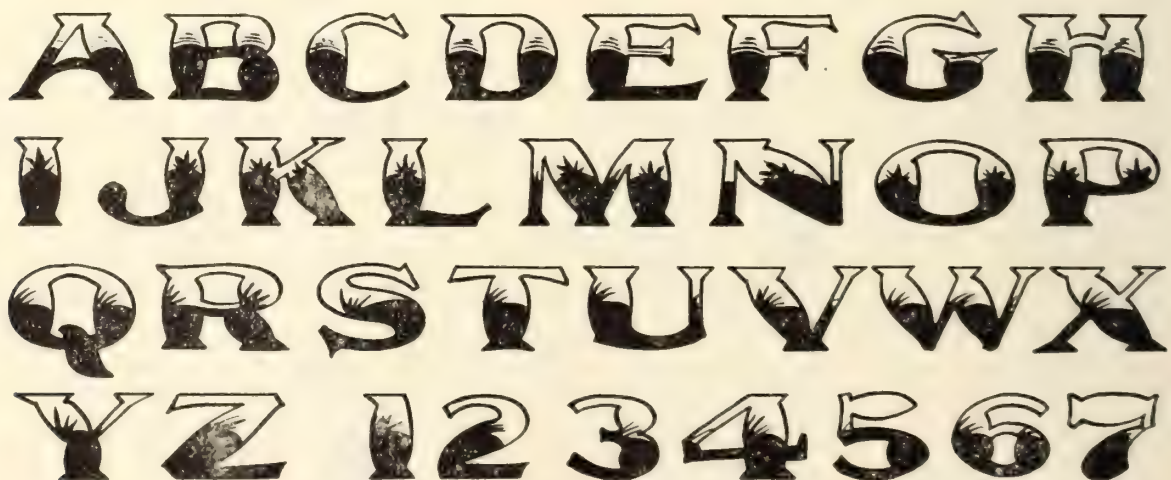


Plate 39—Upper case, two-color design, rapidly-made alphabet.



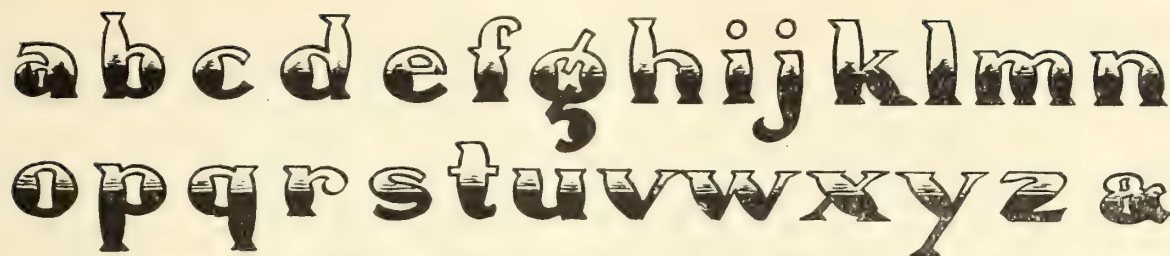


Plate 10—Lower case, two-color design, rapidly-made alphabet.

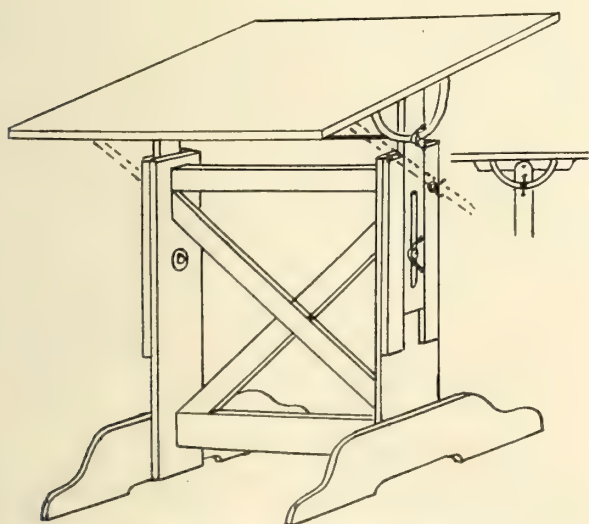
use. The amounts given above are only approximate and a little more or a little less of either will not make much difference. You may use your own judgment as to the amounts after you have experimented some with the colors. The small quantity is given above because it will be necessary to mix fresh color each time you use it if much time intervenes.

For other colors use dry green, chrome yellow, burnt sienna, burnt umber, blue, etc. For white use white lead ground in oil, but add no oil; simply mix with driers and gasoline. These colors will dry almost immediately, and if sufficient oil and driers are used, they will not run even though subjected to rain.

After using your brushes in this color do not let them remain without cleaning. You can clean them best by dipping and rinsing them in "Paint Take-off." Clean them well in this and then wash in soap and water. The "Take-off" can be used over and over again. You can use the same brushes that you do for your water color work.

### Alphabets

The alphabets this month are particularly interesting as they are very easy to execute and are suitable for a quick job that you may want to rush out. The top or open part may be in any bright color, preferably



Card writer's convenient work table

red. This color may be put on first almost in a dauby way. Then the letter is outlined. The irregularity of the formation of the letters permits of very rapid work. You are not held to a conventional form, or to many straight lines. After outlining, fill in the lower parts with black and the blending of the two colors may be done in different ways as suggested in the different lines of letters.

### GOOD ADVICE FOR RETAIL DEALERS

In the course of an address delivered at the annual convention of the Pennsylvania and Atlantic Seaboard Hardware Association, the president of that organization laid down the following rules for every hardwareman to adopt:

He should know how to figure the cost of business.

He should realize that his most valuable advertising medium is his window. It should be changed once a week.

He should know that a great trade winner is politeness, and that it costs nothing.

Another winner that costs little is cleanliness.

He should know that the customer is always right, that he is boss; because he pays not only the clerks' but the proprietor's salary also.

That advertised goods are sold for him. Don't be a price cutter.

He should know that if he subscribed for every magazine and book published he would not learn as much about his business as by reading one issue of his trade paper.

### CATALOGUE BRINGS CUSTOMERS AND DEALER TOGETHER

R. Hawkins, Smiths Falls, Ont., is another hardware dealer who has published a catalogue of his hardware, paint, wallpaper, and tinware lines. It is a 48-page catalogue and price list, of convenient size, and ready for reference always. The purpose of it is told by Mr. Hawkins in the introduction:

"To my customers:

"I take pleasure in presenting to you this catalogue, which I trust will serve to bring us closer together in a business way that will be mutually beneficial. This will show a few of the many lines we carry in stock, which we try to keep up-to-date. The prices given are based on present values, which are subject to changes from time to time. Owing to war conditions and increases in tariffs, many advances will be necessary, but our prices will not be advanced more than is compulsory. I desire to have every customer satisfied, and while it is impossible to give personal attention in every case, I will consider it a favor to be advised by anyone before leaving the store, if not satisfied. I hope to have won a measure of confidence during my 27 years business, and by studying the requirements of my patrons, buying to the best advantage, and giving my customers the benefit of the best prices, consistent with sound business methods. I hope to merit a further increase of your esteemed patronage."

To keep tools bright, melt slowly together six parts lard and one of rosin. Add benzine in the proportion of one pint to a half-pound of lard. A light coating of this rubbed on the tools will effectively prevent them from rusting.



## Selling Gas Stoves in Early Summer

The present is a very good time to push hard on all gas and summer stove lines. To be ready for this business, however, dealers should lay their plans well in advance. During the quiet days of winter is a good time to prepare for the trade, and some novel methods are continually coming to light of how stove men have interested prospective customers in the lines they carry well before the summer season comes on.

But if the dealer has not made preparation for summer stove sales it behooves him to work double time in interesting intending and likely customers in his lines now.

The moving season at the commencement of summer is an especially good time to get after the newcomers in the neighborhood. It is then that the new house-

display would not come amiss. Then, if a systematic canvass was made of every person entering the store by asking if they possessed a gas stove, it would be found that quite a large proportion of those entering the store had nothing of the kind. This would give the basis of a list of prospects on whom to begin work.

A personal call on or circular letter to all housekeepers in the neighborhood is another plan that could be adopted to secure such a list and bring to their attention that you had a splendid range of gas stoves just suitable to their needs.

By cultivating such a list, and helping on the gas stove department by a little judicious advertising in the press, there can be no doubt that the dealer will be well satisfied with the results accruing to his business through pushing for sales in his gas stove department.

### WIFE HELPS SELL STOVE

"I do not believe that one-half the salesmen know what it means to be a salesman," says a hardware clerk in a communication to *Hardware Age*. He then proceeds to tell how his wife helped him sell a stove.

I have in mind a lady who wanted an oil stove but did not want the style that we carry in stock. I learned that she was going to buy a stove and I began to work on her husband, and he told me that she wanted another style of stove. I had been obtaining quite a bit of business from "Hubby" and had always satisfied him, so he said I might deliver the stove and show his wife how it worked and if I succeeded in persuading her to keep it he would "set 'em up."

I loaded "Mr. Stove" in the wagon and then drove past my home and had my wife go with me to deliver it. When I left the store the "Boss" and the bookkeeper said if I persuaded the customer to keep the stove it would be a feather in my cap, for she did not want that make.

Well, my "Better Half" and I delivered the stove and had the lady make up some biscuit and we baked them in just a short time. The prospect was well pleased, bought the stove, and has been a good customer ever since. She says she certainly is glad I sold her that stove for she would not give it up for any other she ever saw.

I tell you, boys, you who are married can get your wives to help you make sales sometimes, and they are always glad to help. If your man behind the counter is the man behind the gun and if he will do his very best he will always find the "Boss" ready to back him up, and when pay day comes the salesman feels that he is entitled to what he gets and that his employer has received his money's worth.

### THERE'S A REASON

Mr. Smith came home very late for supper one evening. He called to his wife and told her to cook everything there was in the house.

"Why, John," she said, "what makes you so terribly hungry?"

"I'm not hungry," he growled, "I'm going to pawn the stove."

The Enterprise Foundry Co., Sackville, N.B., is offering a cash prize of \$10 for the best advertisement of the Enterprise Monarch steel range and a second cash prize of \$5 for the next best. This contest is open to anyone in the stove business in any province in Canada.

Toronto, 191

**TO A. WELCH & SON**

I agree to rent from A. WELCH & SON goods as specified below

Order No.

Please deliver to me at No. Ave. St.

Stove runs off Ave. St.

Date of Delivery 191 at A. M. P. M., Advice

Extra charge for

For which I agree to pay the sum of dollars as follows: The whole amount to be paid

days or C. O. D., old stoves valued at Dollars and

Dollars cash at time of sale or C. O. D. on delivery, and

Dollars per until the full amount of the purchase money has been paid. The above price

is subject to a discount of dollars if paid in full within

days from date of delivery.

It is further agreed that if any other goods are purchased or work done at same date or subsequent to the purchase of above stove, all money paid shall be applied to the date of such purchase work before any payments shall be applied as above.

It is further agreed that if any other goods are purchased or work done at same date or subsequent to the purchase of above stove, all money paid shall be applied to the date of such purchase work before any payments shall be applied as above.

It is further agreed that if any other goods are purchased or work done at same date or subsequent to the purchase of above stove, all money paid shall be applied to the date of such purchase work before any payments shall be applied as above.

I hereby acknowledge having received a copy of above agreement and the same.

Date of Order 191 Signed

Salesman P. O. Address

Reference Occupation

Address Where Employed

105 interest per annum charged on overdue accounts. Last Address

Stove lien note used by A. Welch & Son, Toronto. They state they have been using these notes "for a good many years and so far have found nothing that suited our purpose better. They are simple and easy to understand, and we always give customer a copy of same, using carbon paper, so that one writing makes both copies. We think the lien will explain itself."

keepers are in a mood to get all the comfort they can out of their new home, and what more comfortable article than a gas stove.

Another and a strong point for buying a gas stove in the early summer is the fact that a gas range for cooking is a needful article during the warm weather, when the heat is oppressive in the house. This point, if brought to the attention of prospective buyers early in the season, will help sales, and bring them the dealer's way, instead of letting them pass by to a rival.

But there should also be a method of getting a list of prospects. To do this a number of schemes could be tried out. First of all the gas stoves should have a prominent place in the store. An occasional window



## What a Farmer Thinks of Paint Up

By L. K. Shaw, Welland Co., Ont.

"Marshalls live just three farms down on the same side of the road from the one with the red barns. You can't miss it."

With a "Thank you, friend," my enquirer moved along. Had he asked for Taylor's or Williams', or any other of the neighbors down the county line, I would have based my directions on the painted barns of Neighbor Anderson. A couple of coats of paint on all the outbuildings have given a distinction to the old Anderson property. Only three years ago there was nothing to distinguish Anderson's place from any other place up and down the road. Now it stands out squarely from them all.

Who would not rather have his farm stand out as a landmark and have other homes pointed out in relation to his, rather than have visitors directed to his own home because of its distance from that of someone else. Unconsciously it makes a man carry his head a trifle higher to know that he has a home that has attractions of its own. Nothing that I know of will effect an outstanding improvement in such a short time at comparatively so little expense, as will paint.

### Paint Pays

I have heard the economy of paint on outbuildings debated again and again. I have always been convinced in my own mind, however, that paint pays. Examine a new barn when it first goes up. If the lumber has been well selected, every board is sound. Examine again in a couple of years. Every board is shrunken and warped. The wood has crept together, leaving millions of minute little cracks. Into these cracks the water finds its way and disintegration takes place fairly rapidly. Our own barn was painted within three weeks of the raising. That was many years ago, but the siding is as good to-day as it ever was, and the barn will outlast my son as well as myself; that is, providing the paint is renewed at necessary intervals.

We always plan to paint in our spare time, do it all by our own labor, and the expense is therefore not so great. We favor early in the spring as the ideal painting time, or along in the fall, as then farm work is not



How Martin Senour's "Paint Salad" pictured the "Paint Up" campaign this spring.

so rushing, the sun is not hot enough to blister the paint, and there is less dust blowing. If it came to a choice between painting in mid-summer or not painting at all, we would paint.

## FOR THE SUMMER COTTAGE

Hardware dealers in sections of the country close to summer resorts, and in centres from which summer visitors come, might with advantage to themselves develop a trade by encouraging the annual painting up of summer homes.

Most of the summer houses in this country are rather rough affairs—houses that are distinctly different from the winter homes in the city—and paint would act as a preservative to the wood as well as adding an attractiveness to the house that would more than repay the slight cost of the paint used. Need we also say that dealers should bring forward the sanitary features of the paint line? This point, if emphasized, would be alone provocative of sales.

The freshly painted summer cottage adds to the



Late A. A. Ayres, president and general manager of Ottawa Paint Works and Ottawa Varnish Co.

beauty of the surrounding natural attractions and helps rest the eye and makes more enjoyable the vacation of the summer visitors. How much more pleasant a summer spent in such surroundings than one lived in a rickety, sun-burned and decrepit looking shack. This latter is apt to get on the nerves and irritate instead of rest the weary man of business out for his annual holiday.

All these points, if properly and politely brought to the attention of the owners of summer homes by hardware dealers would immensely boost paint sales, and besides selling products in this one line should lead to business in repair tools, roofing, kitchen needs, and many other lines that naturally go with these items, and that will suggest themselves to any and every wide-awake dealer.

Let the summer cottagers know their needs in this regard and let them know you have the goods.

## PROMINENT VARNISH MAKER DEAD

Albert A. Ayres, president and general manager of the Ottawa Varnish Co., died recently at Ottawa after an operation for appendicitis. Mr. Ayres was born in Montreal in 1886, and shortly after removed to Toronto with his parents, his father being superintendent of the varnish factory of the Canada Paint Company there. On his father's retirement, Mr. Ayres succeeded him



and was for a time in charge of the same factory. Three years ago he went to Ottawa and with J. M. Young and Charles Hickman organized the Ottawa Varnish Company, Ltd. Mr. Ayres had exceptional ability as a varnish maker as was exemplified by the consummate success of the firm in which he was the mainspring.

His father, A. J. Ayres, has returned from the West and is at present filling his son's place as manager of the Company at Ottawa.

### CORRECT WAY TO GLAZE WINDOW GLASS

Although few builders know it, there is a right and a wrong way to glaze window glass. If the edge of a sheet of glass is examined closely, it will be noticed that the whole sheet curves slightly. This curve is caused in the process of manufacture.

In placing the sheet in the frame, the curved side should be placed to the outside owing to the fact that in manufacturing the glass the hollow side is the last side to the fire, and, necessarily, gets the greatest number of burns, fire marks, and other blemishes. Therefore, this side should be placed to the inside in order that the outside appearance may be improved.

### ESTIMATING TABLE SAVES TIME

The following paragraph from Pratt & Lambert's "Varnish Talks" should be helpful to hardware dealers who are asked by customers to estimate on their painting wants.

A painter, as a short cut in figuring, went carefully over several houses and measured up the doors, the door trim, stairs, attic stairs—in short, each item of the whole house, and figured out the cost of doing each item in several standard sizes, having this in tabulated form. This helps him in figuring from plans and blueprints. When he has a number of doors he can look at his standard price figures and have the price at once.

### PAINT MAKERS FORM SAFETY ASSOCIATION

The Paint Manufacturers Safety Assn., with head offices at Toronto, has received an Ontario charter "to promote and carry on the work of prevention of accidents in the manufacture of paint and any other industry which may for the time being" be assessable by the Workmen's Compensation Board. The provisional directors are: James W. Corcoran, Toronto; Fred. E. Lyman, Toronto; Fred. Chalcraft, Brantford; F. W. Meek, Oakville, and Howard Everett, Hamilton.

### PAINT NOTES

Brandram-Henderson, Ltd., have been authorized by Ontario statute to do business in that province using capital to the extent of \$130,000.

The Carpenter-Morton Company, Boston, Mass., importers, manufacturers and wholesalers of paints, varnishes, and paint specialties, will, on June 12, celebrate the completion of seventy-five years of successful business life. This anniversary celebration will be held at the Riverside Recreation Grounds, Riverside, Mass.

A showcard can often be brightened up by an appropriate picture cut from a paper or magazine being pasted on it.

## BUSINESS CHANGES.

### Alberta

Cadogan—Block Bros., hardware, dissolved. J. A. Block continues.

Millet—Morris & Taylor, hardware, commencing.

### Saskatchewan

Milden—F. L. Gimby, hardware, succeeded by L. H. Cowell.

Antler—W. R. Merrill & Co., hardware, dissolved. W. R. Merrill continues.

Tugaske—Frank Phillips, hardware, has opened a branch at Darmody.

Estevan—J. A. Holingren, hardware, succeeded by Holingren Bros.

### Manitoba

Mulvey Hill—A. F. Deruchie, hardware and tin-smith, removed from St. James.

### Ontario

Dorchester Station—R. L. Hodgins, hardware, sold.

Hamilton—W. H. Henstridge, hardware and groceries, sold.

Toronto—Batty Bros., hardware, sold to S. E. Jeffery.

Walkerville—Nelson Bros., hardware, sold to H. J. Hicks.

Toronto—Jackes & Co., hardware, sold to R. P. Freek Hardware Co.

### Quebec

Hull—B. Carriere, hardware, sold.

The hardware stock of the late J. Bernthal, at Winnipeg, has been sold to J. A. Chmelnitsky.

Clare & Brockest, Ltd., wholesale dealers in stoves, furnaces, and hardware specialties, Winnipeg, are changing their name to Clare Bros. Western, Ltd.

W. E. Bustow has sold out his hardware business at Elgin, Man.



Sterling silver pitcher donated by Henry Disston & Sons, Philadelphia, as trophy for golf tournament of Manufacturers and Distributors Golf Association, and competed for on June 1 and 2, at White Marsh Valley County Club, Philadelphia.



## Canadian Trade News

W. B. Dixon, a retired stove manufacturer, of Sackville, N.B., is dead.

F. C. Bishop's hardware store at Norwich, Ont., was damaged by fire recently.

Archibald & Co., electrical supplies dealers, have been registered at Montreal.

S. Herman & Co., hardware and crockery dealers, at Montreal, have been registered.

The Queen City Oil Co., Ltd., Toronto, has been incorporated with a capital of \$50,000.

James E. Earle, for 21 years with T. McAvity & Sons, St. John, N.B., died recently.

Fire at Three Rivers, Que., caused \$50,000 damage to Cyrille Labelle & Co.'s hardware store.

The Western Foundry Co., Ltd., Wingham, Ont., has increased its capital from \$50,000 to \$200,000.

The Kawneer Mfg. Co., Ltd., with Canadian factory at Guelph, have increased their capital from \$100,000 to \$200,000.

Lande's, Ltd., Montreal, has been incorporated with a capital of \$49,000 to carry on business as dealers in oil lamps, gas and electric fixtures, heaters and furniture.

The Steel Co. of Canada have removed their Toronto offices from Bay Street to the Traders Bank Building.

James White, of the Windsor Hardware Co., Windsor, Ont., and E. H. Lewis, a hardware dealer at Toronto, are among the wounded reported in action in France.

A. R. Turner, of the George Taylor Hardware Co., New Liskeard, and Wm. A. Ferguson, of the Northern Canada Supply Co., Haileybury, Ont., have enlisted for service at the Front.

Canada Woodenware, Ltd., Toronto, has been incorporated with a capital of \$40,000, to make clothes pegs, skewers, and other wooden articles. Abraham Ball, A. F. Haviland and F. W. Chapman are interested.

H. T. Eager, manager of Wood, Vallance Co.'s Toronto office, has, owing to ill health, resigned his position. H. D. Fleming, eastern Ontario representative, has been appointed in his place. L. Leclair, recently with Lewis Bros., Ltd., has joined the Wood-Vallance staff.

The Hamilton Lock-Nut and Specialty Co., Ltd., re-

cently incorporated, has taken over the People's Brewery Building, and will commence operations shortly. The officers elected were as follows: M. J. Dunham, president; J. T. Stroud, vice-president and secretary-treasurer.

British Souvenir Spoon Co., Ltd., Toronto, has been incorporated at Toronto with a capital of \$25,000, to make and sell silverware, silverplated ware, and cutlery.

## News From Western Canada

Molstad & Anderson are closing out their hardware store at Bawlf, Alta.

Hanbury's hardware store, at Plenty, Sask., was damaged by fire recently.

The Wauchope Oil Supply Co., Ltd., Wauchope, Sask., has been incorporated.

Small & Smiles, hardware dealers, at Macklin, Sask., have added a line of furniture.

Paul Bider, hardware dealer and tinsmith, Winnipeg, has added a grocery department.

Hamil Bros. are removing their hardware business from Edmonton to Lashburn, Sask.

Pearl Bros.' Hardware Co., Ltd., Edmonton, are discontinuing their branch at Moose Jaw.

McInnes & Abell is a new hardware and farm implement business opening up at Carroll, Man.

John N. Niven, manager of the J. H. Ashdown Co.'s Saskatoon store, was recently married to Miss B. Manering.

The Calgary Iron Works have a trial order contract for 5,000 shells. The Buckeye Machine Co., Calgary, also have an order for shells.

W. H. Kelly, an employe of the J. H. Ashdown Co., Winnipeg, is reported among the wounded at the Front. A. E. Ward and L. Maenama, of the same company, are also among the wounded.

Mr. Brown, proprietor of The Manitoba Hardware Company, Vancouver, has had to go to White Rock to recover his health. He has been "under the weather" for some time, and the doctor made him take a vacation.

A. D. Dinnick succeeds the Bailey Hardware Company in Vancouver, B.C. Mr. Dinnick is an old-time hardwareman, having been with Wood, Vallance & Leggatt for more than three years, and for fifteen years previous to that he owned a retail "ironmongers" business near Cardiff, Wales.



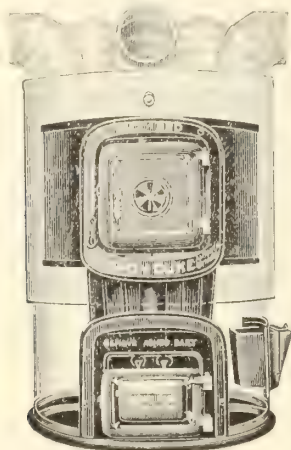
New factory building erected by the Remington Arms-Union Metallic Cartridge Co., Windsor.



## New Features in this Year's Furnaces

**Kir-Ben, Ltd., Almonte, Ont.,** have a really good furnace in their "Iron Duke" heater. The furnace appeals to the class of dealers who believe in warm-air heating on account of its merits rather than its price. The company's first effort is to build heaters which will by their quality reflect credit on warm-air heating. Their facilities for producing good heaters are the very best. Their plant is equipped with the most modern devices for turning out goods which are right, and their shipments are promptly and carefully made.

All these facilities are at the service of customers and nothing is spared in their efforts to co-operate with them in the interest of good heating. All Kir-Ben furnaces are made from a correct mixture of the highest grades of carefully selected pig iron, scientifically blended, insuring strength, uniformity and smoothness of castings and quick radiation. All castings are moulded by the aluminum matchplate process, the plant being completely equipped in this way, insuring accuracy



fitting in all parts. The Iron Duke is made with as few joints as possible, and all of the joints are of a deep cup style, which, when properly packed and cemented, are absolutely gas and dust tight, and also allow for expansion and contraction.

**The Pease Foundry Co., Ltd., Toronto,** have added a new furnace, named the "Brampton," to their line. It is gotten out to provide a good furnace at a low price. The "Brampton" has many features which are not to be found in other furnaces at similar prices, among these being grates very easily removed and to be shaken individually; copper bearing steel radiator; special provision for introducing the coil for domestic water heating without taking down the furnace; special air blast for admitting heated air into the combustion chamber immediately over the fuel, and extra large casings as compared to the size of the firepot.

The Pease Company officials believe that this furnace will be a winner where installations at a moderate price are required, but they do not anticipate that it will reduce the sale of their "Economy," which is their highest grade furnace, at all.

**The Hamilton Stove & Heater Co., Ltd., Hamilton,** are this year, to meet the growing demand in certain

sections where natural gas is available, equipping their entire C series line of New Idea furnaces with a perfect working and economical gas burner. It is a complete circle top of the base, cast with a hollow gas chamber, and is located over the grates and under the firepot, so that it is perfectly indestructible, having no joints to leak or cause trouble. Either gas or coal can be used or both together if necessary without any change whatever.

The convenience and many advantages of this attachment make the New Idea furnace a strong and fast heater, and is invaluable for spring, chilly and early fall months. One half-hour burning will completely change the entire temperature in any house at a trifling expense, and let the home folks enjoy all the comforts and conveniences of a large coal fire, less the dust, ashes and cinders.

**The James Smart Mfg. Co., Brockville, Ltd.,** are bringing out a number of new lines this year. Among others they are just starting to make a new steel range which is said to be first class in every way. It will be called the "St. Lawrence," and it will be guaranteed in every respect. It is fitted with genuine duplex grates, is fully nickelplated, the trimmings being quite plain. Two samples have been sent out and they were disposed of in a few days. Additional orders have since been received.

They are also making a new hot blast called the "Loyal," fitted with 15-in. firepot. This is an attractive looking stove, and is supplied with either castiron firepot or with brick linings.

They are also making a complete line of tortoise stoves, including the old style with fire brick from top to bottom and also fitted with a grate when required that way. Also a No. 3 and No. 4 fitted with or without grate, with two-hole top when ordered. These tortoise stoves have nickelplated bands around the top, and the stoves that are fitted with legs have also got nickelplated rails, which is a new feature.

Another tortoise is No. 4 and No. 5, which is fitted with either castiron or steel oven, and they are remarkably popular where sales have been made, but it has been found in Ontario and Western Canada that stove dealers as a rule are not inclined to push this line of goods and most of the sales are made in the province of Quebec. The tortoise stoves can use any kind of fuel, either soft coal, coke, wood or hard coal, and with excellent results. All tortoise stoves and heaters are fitted with regular planished steel bodies of good weight.

The Smart Mfg. Co. also put out the Kelsey warm air generator. They have also the Canadian air warmer and the Tropic furnace, which is low in price. Although several thousand of these furnaces have been sold they have not received a single complaint as yet. The Emperor furnace for wood only is another line. This furnace is very popular as it is economical, efficient and durable. It is constructed entirely of cast-iron and for this reason is said to be more durable than wood furnaces which are partly constructed of steel.

### JUST AS GOOD

Wild-eyed Customer: I want a quarter's worth of carbolic acid.

Clerk: This is a hardware store, but we have—er—a fine line of ropes, revolvers and razors.—Yale Record.



# Davidson's Premier Stoves and Ranges



**PREMIER LEADER**  
For Coal or Wood

The oven is made of heavy steel, strongly braced to prevent warping and is most efficient for baking. The top is made in sections and all covers and centres strongly ribbed. The nickelled trimmings are neat and attractive.

The Premier Leader is made square or with reservoir. High Closet roll door or our attractive Persian Closet can be supplied. The price will surprise you. Write for particulars. Our stove catalogue mailed on request.

There is a Premier to meet every demand, whether it be for a steel or a cast range, one fully dressed or one strictly plain.

There is every indication that a big business will be done by the wide awake Stove Dealers this Fall. To get your share and at the same time build up a lasting reputation for high quality goods you must handle the Premier.

*A grand display of "Premiers" were on exhibit at Toronto and Ottawa Exhibitions where were explained the merits and features of our line by a competent corps of demonstrators, and were viewed by a large number of interested housekeepers.*

This popular priced steel range is a wonder. Dealers are unanimous in the opinion that it is the greatest value in a steel range on the market.

The body is made of heavy polished steel and is well protected by asbestos.

The Fire Box has been given careful consideration. With the wood extension you have a large fire box. The linings and the duplex grates are heavy, insuring durability.

*The*

**Thos. Davidson Manufacturing. Co., Limited**

Toronto

Montreal

Winnipeg





Send for this new Gurney-Oxford catalogue. This new catalogue of Gurney-Oxford lines contains one hundred and ninety-eight pages and includes coal and wood stove and range catalogue, with oil stove section, gas stove catalogue and furnace catalogue. It is full of interest and information on anything pertaining to stoves and furnaces and is certainly well worth your careful perusal. Every Gurney-Oxford Dealer should have one in his hands NOW, and if you did not get your copy be sure to let us know, stating what line or lines you are interested in.

*"The Quality Line"*

**THE GURNEY FOUNDRY CO., LIMITED**

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

HAMILTON  
VANCOUVER



# GURNEY-OXFORD TORTOISE QUEBEC HEATER

Showing new series with grates and legs.



No. 50



No. 40



No. 30

ILLUSTRATING ONE OF OUR VERY NEWEST LINES

These heaters are good sellers  
any place — town or city.

## THE GURNEY FOUNDRY CO., LIMITED

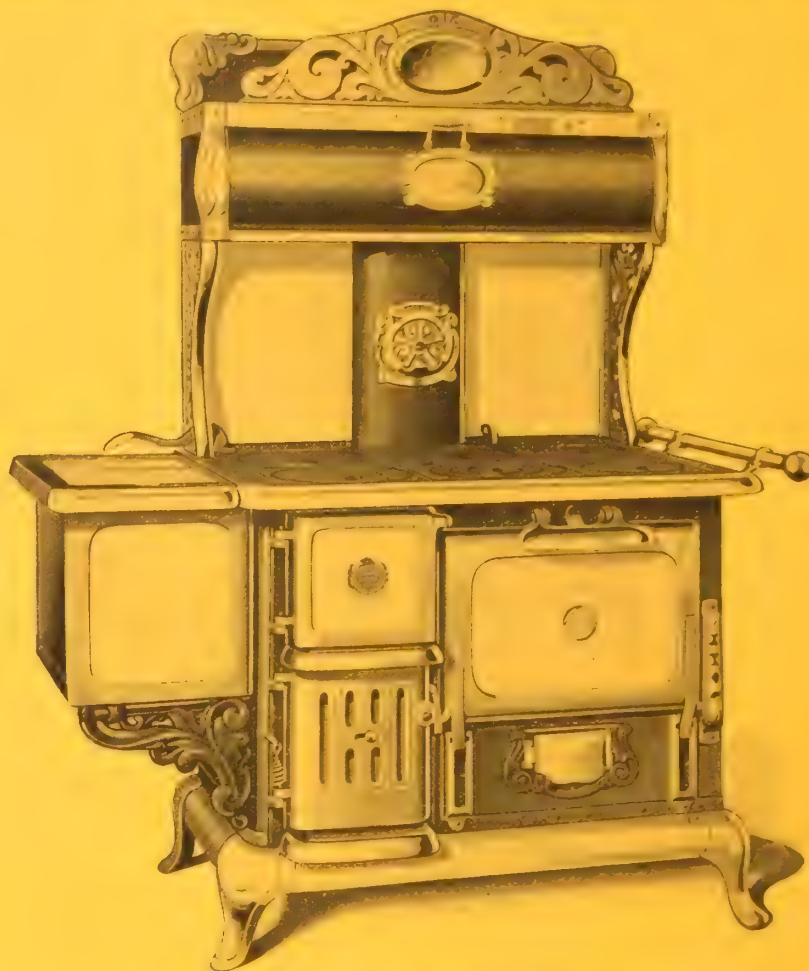
TORONTO  
WINNIPEG

MONTREAL  
CALGARY

HAMILTON  
VANCOUVER



# The Monarch Peninsular Coal and Wood Range



## SPECIAL FEATURES

1. Porcelain enamel finish on oven door, fire door, reservoir end and high closet panel. Smooth nickel castings with no bolts or nuts showing. Not only will the appearance of this range appeal to the intending purchaser, but the above features alone, from the standpoint of cleanliness and sanitation, make it a most desirable range. The smooth surfaces are very easily cleaned. Nickeled instead of enameled ovens if desired.

2. The reversible contact reservoir can be used on either end of the range. Encased right-hand reservoir is supplied when ordered.

3. Wood fire-box 27 inches long, with the fire door opening  $8\frac{1}{2} \times 9$  inches.

4. The rounded corners on the body, removable edges, aluminized ovens are some of the many features not to be overlooked.

## SIZES:

No.	Covers.	Size of Oven.	Wood Length.
68-18	Six 8-inch	18 x 20 x $12\frac{1}{4}$	27 inches
69-18	Four 9-inch	18 x 20 x $12\frac{1}{4}$	27 inches
	and Two 8-inch	20 x 20 x $12\frac{1}{4}$	27 inches
68-20	Six 8-inch	20 x 20 x $12\frac{1}{4}$	27 inches
69-20	Six 9-inch	20 x 20 x $12\frac{1}{4}$	27 inches

**Clare Bros. & Co., Limited, Preston, Ontario**  
**Makers of the HECLA FURNACE**

CLARE BROS. WESTERN Ltd., Winnipeg REYNOLDS & JACKSON, Calgary RACE, HUNT & GIDDY, Edmonton



# Lighter Day High Oven Range



This cut represents a New Style Kitchen Range. It is not an experiment, but an actual, handsome, labor-saving range, which does the work required of it splendidly in record time, and saves the stooping and other inconveniences peculiar to the ordinary range.

Can anything be more convenient in a stove for a woman, than to do all her work without bending over?

## NOTE

A Heated WARMING CLOSET—above the oven.  
Another Closet—well up off the floor.  
Ample room under the Range for sweeping.  
Beautiful Porcelain Enamel or Tile back.  
GLASS OVEN DOOR—with Enamel Grease Guard.

Inside Pot Holes—No cooking odors in the house.  
Toasting Lever—for lifting a whole section of top.  
Reversible Coal or Wood grates—or Special Wood grate—Wood box 26 inches long.  
The quickest OVEN yet ever produced.

Write for our handsome booklet. Mailed free upon application.

This range is made in 14, 16, 18 and 20 by 20 inch ovens, and is unconditionally guaranteed.

## Clare Bros. & Co., Limited, Preston, Ontario

### Makers of the *HECLA FURNACE*

CLARE BROS. WESTERN Ltd., Winnipeg REYNOLDS & JACKSON, Calgary RACE, HUNT & GIDDY, Edmonton



# Which Stove Line for Your Store ?

For the last four months we have been telling the hardware dealers of Canada just what we will do to sell stoves for him in his locality. Many a dealer has taken hold of our proposition, and our selling helps and sales plans are already increasing his stove business.

It will pay you to keep samples of "Garland" stoves on your floor. They are the easiest sold, easiest to work, give best satisfaction, lightest on fuel, and are money-makers for the dealer.



EMPIRE GARLAND

---

Have you the  
**"Garland"**  
 BASE BURNER  
 agency ?

It will help your store  
 business.

Every range  
 guaranteed to give  
 satisfaction to  
 both the dealer and  
 customer.

---



ART GARLAND

## "Garland" Ranges

will boost and increase your sales and boost your profits. Competition will not worry you with these ranges on your floor. *They will sell themselves.* The housewife will appreciate merits of these ranges and sale will be quickly closed.

WRITE FOR PRICES

### BOWES, JAMIESON LIMITED

HAMILTON

ESTABLISHED 1883

ONTARIO

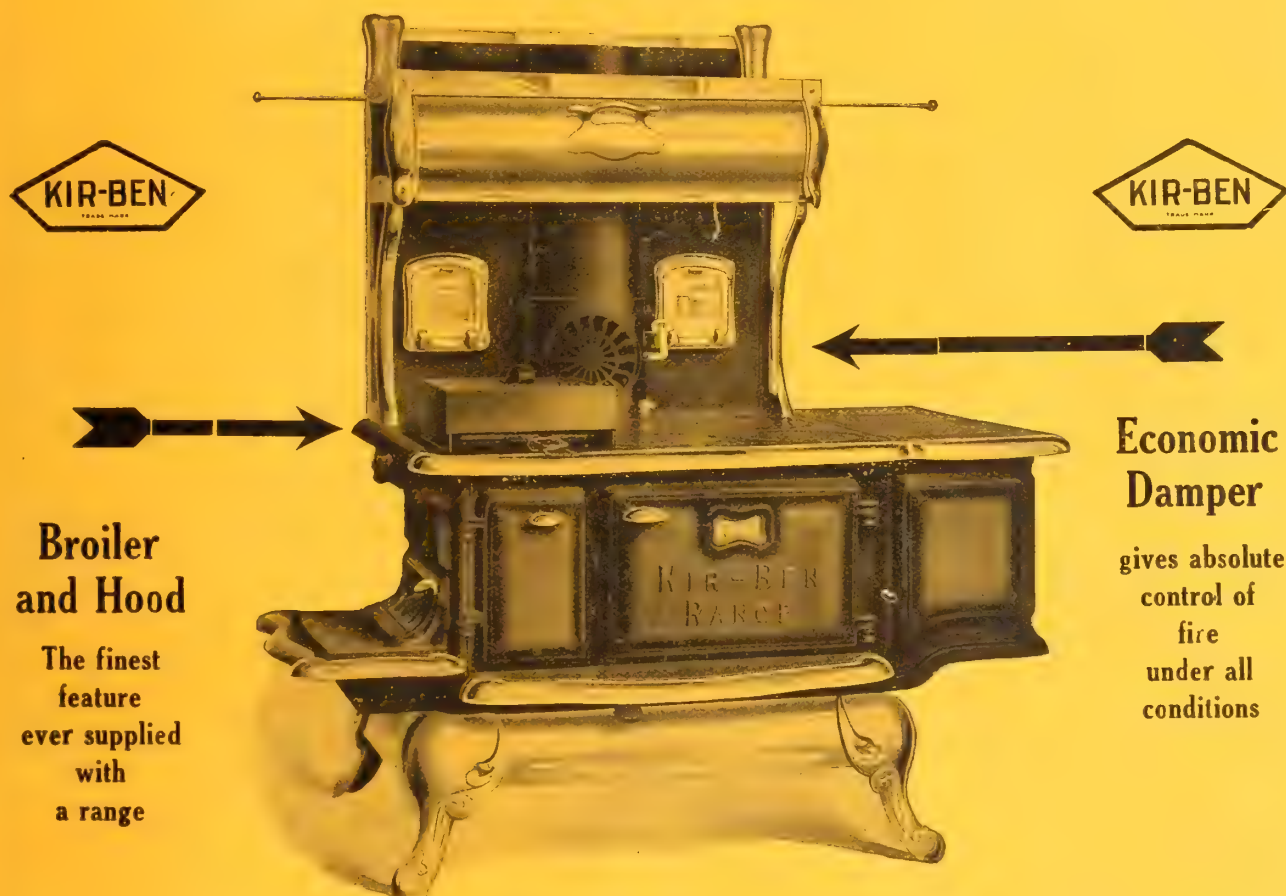
"Garland" Stoves, Ranges and Furnaces—Coal, Gas, Oil, Wood—"Lion" and "Star" Water Heaters—Gas and Gasoline  
 PEART BROS. HARDWARE CO.      ALLAN TILLEY, MONTREAL      MARSHALL-WELLS HARDWARE CO.  
 Regina, Sask.      Eastern Representative      Winnipeg, Man.



# Get Behind a Good Line

The Kir-Ben Range has more strong, convincing sales-making points than any other on the market. These points are easily explained to the prospective buyer, and seldom fail to close the sale.

**The Kir-Ben Range is designed to bake well, save fuel and last a lifetime**



## Broiler and Hood

The finest feature ever supplied with a range

## Economic Damper

gives absolute control of fire under all conditions

Kir-Ben Range with Standard Finish. Also made in Ebony Finish and in Nickelled Finish. 18 and 20 inch ovens.

## OTHER ATTRACTIVE FEATURES

Four Styles of Dress: Ebony, Standard or Nickelled Finishes. Full Glass or Plain Oven Door. Dockash or Duplex Removable Grates. Kir-Ben Improved Flue. Ordinary or large Wood Firebox.

WRITE FOR OUR CATALOGUE NO. 5

# KIR-BEN AGENCY IS THE BEST

**Kir-Ben. Limited**

**Almonte, Ontario**



# The St. Lawrence Steel Range will catch the Housewife's Fancy



**It is of the very latest design and is fully guaranteed.**

The many special features of the St. Lawrence Steel Range will place it well in front this year as a quick seller.

Besides its classy design and serviceable appearance it possesses the following, among other points, which will readily recommend it to the prospective buyer:

**Front Hinged or Lift Top.**

**Large and Serviceable Ash Pan.**

**Interchangeable Fire Box Linings**

**All Loose Nickel Plated Trimmings**

The St. Lawrence has an extra large cooking surface. Easily operated. Oven Dampers which control the heat perfectly, and a water front of powerful capacity—points which will strongly recommend it to the housewife. Drop us a line to-day and ask us for further particulars regarding this fully guaranteed Steel Range.

**THE JAMES SMART MFG. CO., LIMITED**

Western Branch:  
WINNIPEG, MAN.

Head Office and Works:  
BROCKVILLE, ONT.



# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN  
WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto  
(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, SEPTEMBER, 1915

NUMBER NINE

**Money for Business.** That the banks will have no difficulty in financing the movement of the crops and furnishing accommodation to the business enterprises of the country is evident from the figures revealed by the Government returns.

Never in the history of the country were the banks ever better supplied with funds, the savings deposits during the last two or three months having exceeded all previous records. At the end of June they were \$1,032,818,783, an increase of \$20,571,697 for the year. The notes in circulation were \$99,125,000, and increase of \$2,836,000 and \$1,364,000 respectively.

As it is by the loaning of money that the banks are able to keep their doors open and earn dividends for their shareholders, it naturally follows that with good crops assured they will judiciously loosen their purse strings at the earliest possible moment. At present they have about \$78,000,000 less out in commercial loans than they had a year ago.

*It is by pushing the stove trade that the dealer warms up his own business.*

**Reckless Extension of Credit.** There is a good deal of reckless extension of credit in the retail business. This fact is driven

home by the statement of an official of the Canadian Credit Men's Association that the book debts of insolvent merchants in the Province of Alberta yield only a trifle over 40 per cent. Figures from other provinces would, no doubt, show the same thing true to a greater or less extent—that a good deal of goods goes over the counters of our retail stores for which no returns come in.

It is most regrettable, particularly in view of the fact that much of this loss could be prevented by the exercise of a little caution and common sense by merchants who conduct a credit business. It is this reckless extension of credit that is responsible to no little extent for so many failures. A dealer has to have a good reserve bank account to hand out credit to every Tom, Dick, and Harry who applies for it, and still remain in business. The trouble is that too many dealers are over-anxious for sales, so much so that they take big chances in the extension of credit.

Would it not be better if such merchants would keep

the goods on their shelves, rather than to hand them out to people who cannot pay for them? The dealer should bear in mind that goods are just the same as money, and should not give goods on credit to people to whom he would not lend actual money to the same amount. Such a rule would save a good deal of money for many merchants and save many from bankruptcy.

*The good crops ought to stimulate the Autumn sporting goods trade.*

**The Late Joseph R. Henderson.**

By the sudden passing of Mr. Joseph R. Henderson, president of the Brandram-Henderson Company, Ltd., Canada loses not only a man who has contributed much to the upbuilding of the prepared paint industry of the country but one who possessed an exceedingly interesting and pleasing personality.

At the time of his death he was 64 years of age, but of that number of years no less than 43 had been spent in the paint industry, Mr. Henderson having become manager of the Dolphin Manufacturing Company at the age of 21. This business finally became known as Henderson & Potts, and was ultimately merged into the larger enterprise—the Brandram-Henderson, Limited, with the late Mr. Henderson as president.

The late Mr. Henderson believed in quality of goods and quality of service. And not only was he a believer in these things himself, but he possessed the knack of inspiring his staff of employees with the same spirit. He also inspired them to something else, and that was fealty to his firm and his person. Talk with a salesman of Brandram-Henderson, Limited, and his enthusiasm for both the firm and the chief soon made itself manifest.

He was a man among men, and Canada could ill afford to spare him. Of late years Mr. Henderson had resided in Montreal, and it was while on a visit to Halifax, the scene of his early business activities, that he passed away so suddenly and unexpectedly.

Deceased has been succeeded in the presidency of Brandram-Henderson, Limited, by his son George, who has for some years had charge of the Halifax factory of the firm. The new president possesses many of the qualities of his honored father, and no doubt will inspire among the employees of the firm the same enthusiasm as the latter did in his day.



### He Failed to Keep Books.

Criminal proceedings have been instituted against a merchant in Toronto, which is of interest to business men generally.

The charge is that he failed to keep books of account as provided for in the Criminal Code.

The clause under which the Canadian Credit Men's Association laid the charge is 417, and reads:

"Everyone is guilty of an indictable offence and liable to a fine of \$800 and one year's imprisonment who, being a trader and indebted to an amount exceeding \$1,000, is unable to pay his creditors in full and has not, for five years next before such liability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain transactions, unless he may be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

The Toronto trader who is now under indictment only began business in 1914, but since then he had started a chain of three stores. It was only when he assigned that it was discovered that he had kept no books of account.

The law, it will be noticed, does not demand that a dealer shall keep books of account. But it does demand that he shall be able to produce them in case of insolvency. Consequently, the only safe thing for a man in business to do is to keep books. At any rate, aside altogether from compliance with the law, he who does not keep books of account cannot, for certainty, ascertain his financial position. He may be able to make a close guess, but guessing is about as dangerous for a business man as it is for a mariner. In the one instance the merchant may drift into bankruptcy and in the other the mariner may drift upon the rocks.

*Encourage your clerks to "round up" customers for Autumn sporting goods trade.*

### Getting More Repair Work.

When one cannot get within certain prescribed limits that which one wants, it is sometimes possible to get it by enlarging the bounds of the territory.

A certain plumber and tinsmith in Toronto has learned this from experience. His shop is situated in one of the suburbs, and it has not been customary for him to go outside the district either for jobs on new buildings or for repair work. But on account of the trade depression he decided some months ago to circularize for repair work in territory beyond the limits in which he had been in the habit of undertaking jobs.

The results were satisfactory. He did not get work enough to keep his shop going to the capacity of the boom times, but he got enough to keep his hands employed most of the time, and that enabled him to hold them.

And thus is again illustrated the truism that a little more effort usually produces a little more business.

*Get your sporting goods in shape for the Autumn season, and when this is done acquaint the public of the fact.*

### Decrease in Cutlery Imports.

Owing to the adverse trade conditions and the influence of the war, Canada's imports of cutlery during the fiscal year ending March 31 last declined

about 40½ per cent., compared with the previous year.

The total imports were valued at \$741,975, compared with \$1,255,252 in 1914 and \$1,389,122 in 1913. Of the imports in 1915 \$413,930 worth came from Great Britain, \$202,532 worth from the United States, and \$119,422 worth from Germany. In the case of British goods the decrease, compared with the previous year, was 31.45 per cent.; American, 17.50 per cent., and German, 68 per cent.

So complex is the situation as far as British goods are concerned that in some instances manufacturers there will not accept orders for cutlery except on the condition that higher prices may be charged, if found necessary, even after the goods have been shipped and are in transit to destination.

*Business men should look as closely after the collection of their accounts as the farmers are at present after the gathering of their harvest.*

### Over Ten Thousand Razors Collected.

Although the razors being collected by Mr. T. B. Lee, 30 Front Street East, Toronto, for the British army, have already in number exceeded expectations, yet they are daily coming to hand.

Up to the third week in August over 10,000 razors had been received in response to the appeal he sent out on behalf of the War Office, but still there is a need for all that can be obtained.

Contributions are coming from all parts of the Dominion. Some of them have come from remote places in the Western Prairies. Among the razors collected have been some valuable sets in cases, but probably that which has excited the most interest is one blade that was used by a British soldier on the field of Waterloo, a hundred years ago. Notwithstanding its value as an heirloom its owner was willing to surrender it for the benefit of a British soldier of to-day.

A clean up of razors like this will contribute to the benefit of the hardware trade as well as to the comfort of the soldiers in the field.

*It is just as necessary to eliminate waste in the store as it is in the factory.*

### American Cutlery in Canada.

The United States consul at Kingston, Ont., is urging the cutlery manufacturers in his country to awaken to the possibilities of the Canadian market. He thinks the opportunity is golden.

Possibly he may be right. In spite of the inroads which cutlery of German and American manufacture have made of late years upon the British product in the Canadian market, over one-half of our imports still comes from the Mother Country.

As to what the records will show during the period of the war is another matter. Judging from the fact that at present it is very difficult indeed to get delivery of cutlery from Great Britain, owing to the demand for equipment for the army and navy, the prospects are that what has hitherto been our chief source of supply is likely to be a very much diminished one for some time to come. Germany, which was in importance our second source of supply, is, of course, no longer a factor. Taking everything into consideration, it certainly does look as if, at any rate until the war is over and business has assumed a normal condition, the opportunity for enlarged business in Canada was with the United States. What might happen after the



war is another thing. British cutlery will continue in many ways to have the preference in the Canadian market. German cutlery will, on the other hand, have to face a very strong prejudice. But we have learned in the past what Germany will do in the way of sacrificing profits in order to get business. We also know that in business there are buyers who will sink prejudice when price is an inducement to place an order. In spite of this, however, it looks as if the future will see a larger share of American cutlery sold in Canada than in the past.

*A little advertising in the Fall will do for business what a little fertilizing does for the crops in the Spring—stimulate growth.*

**Show Visible Signs of Your Faith.** The writer frequently finds in his interviews with retailers, that they will declare their faith in the window as a selling agent in most emphatic form, and yet some of those same dealers are not reaping as richly from their display windows as they might, for the simple reason that they are not giving them sufficient attention.

These dealers are strong enough in their declaration of faith in the window, but weak in outward and visible signs that such faith exists within them. This is a bad business weakness, and very much akin to the man who is an enthusiastic religionist when the minister is around but who loses his enthusiasm when left to himself and the regular routine of life.

We would say some very uncomplimentary things about the farmer who can harvest four crops of alfalfa a year and who took off only one. Yet there are no doubt many retailers who could reap four times as large a harvest from their display windows if they would only give them sufficient attention. Especially at the present time, when competition for business is keen, it behooves the dealer to show outward and visible signs of his faith in the display window.

*A neglected business will get cold feet even during the hottest months of the year.*

**Be Friendly With Your Neighbors.** Did you ever see two neighbors living beside one another for a considerable time and neither one making any advances towards that friendliness that assists so much in making home life congenial? I have seen that kind and felt like giving them both a swift kick. I feel the same when I see two dealers in the same line of business in the same block or community refusing to have anything to do with one another. They are not only missing a chance for pleasurable intercourse, but they are passing up a business advantage.

The exchange of ideas and information between dealers in the same line of trade is very helpful. All have practically the same troubles, and it is well for one retailer to explain to his neighbor and friend how he meets this and that difficulty.

This exchange of information cannot help but be very helpful, and it is a splendid idea for every retailer to have at least one or two other retailers whom he can consult from time to time as to methods employed.

Advertising is one of the best medicines known for a business that is inclined to be sick.

## SHORT NOTES FROM THE EDITOR'S PEN

If you would maintain sales, maintain your selling effort.

\* \* \*

The clerk who is fired with ambition is not likely to be fired.

\* \* \*

A pessimist is a person who is seasick during the entire voyage of life.

\* \* \*

It's all right to save time, but some people lose a lot figuring how they can save a little.

\* \* \*

Show yourself a man by not getting hot under the collar even when you have considerable provocation.

\* \* \*

The merchant who stops pushing because times are dull will be the one who will not wake up when times begin to get better.

\* \* \*

The bouquets people may hand us about our business methods may tickle our ears, but it takes good, sound criticism to stir our determination.

\* \* \*

Two sets of rules in the store—one for the favored clerks and the other for the rest—is liable to reduce the general efficiency of the sales force.

\* \* \*

A circus lithograph in your window is an advertisement of the fact that you do not know what your windows might be made worth to your business.

\* \* \*

Competition is often a blessing in disguise, making a man do his very best to develop his business. Why not speed up without such a competition. It will mean more profit for you.

\* \* \*

If a competitor is getting your business, there's a reason. If it's price-cutting, leave him to the business undertaker; if not, there is something he can teach you. Find out what it is.

\* \* \*

There are two things which a wise business man always keeps in touch with—the figures on his monthly balance sheet and his customers. It pays to be well acquainted with each.

\* \* \*

Don't be frightened into reducing prices just because a customer says your competitor is underselling you. We like to have faith in our customers, but sometimes they exaggerate a little.

\* \* \*

The dealer who is contemplating the erection of a new building should put it up now. Building material and labor are both obtainable at lower rates than have been obtainable for many years. He will also be helping to solve the unemployed problem.

\* \* \*

Every time a man or woman is misled by a false advertisement, the selling power of all advertising is lowered. Every time a false, exaggerated statement is printed in an advertisement, all advertising is discredited to a certain extent. As a means of self protection every business man who advertises should help to drive out the fakers.



# A TIME TO THROW OFF OUR COATS

By The Observer

A YEAR ago Sir George Paish, the eminent financial authority, urged business men to keep hammering away as if great events were not pending. The advice is even more timely to-day than it was a year ago.

As Canadians, we are greatly interested in the war. But there is just a danger of allowing our thoughts about the war to act as a brake upon our actions in regard to business affairs.

Our first duty is undoubtedly to assist in defeating the enemy, but we are handicapping ourselves for even this duty when we allow pessimism to contract our efforts in regard to the business affairs of the country.

Ever since the war broke out we have been reading a great deal in regard to the morale of the troops at the Front and its importance as a factor in bringing about the ultimate victory.

Morale is also an important factor in business, for in the concrete its meaning is zeal, confidence, spirit.

In business affairs Canadians have every reason to exercise zeal, confidence, spirit.

Never in the history of the country has Canada had, both in quantity and quality, such excellent crops. While the Kaiser has been scowling upon us Providence has been giving us His most beneficent smiles.

Our farmers manifested their industry by increasing their acreage under cultivation by 26 per cent. And Providence has blessed their efforts.

Thanks to the high prices induced by the war, the farmers of Canada last year received the largest financial return on record for their crops.

And now on top of this comes a crop far beyond that of 1914.

True, prices may not rule as high as for the crop of 1914, but they are still high enough to be most remunerative.

This means two good seasons in succession for the farmers of Canada.

It also means two consecutive years of prosperity.

And plus the field crops there are the live stock, the dairy products, and the other things which the farm produces. They are all in fair to good condition.

Taking everything into consideration—grain, roots, vegetables, live stock, dairy products, fruit, etc.—the farms of Canada will probably yield at least a billion dollars of new wealth. They yield approximately this in normal years. But 1915 is an abnormal, not a normal, year.

But our source of wealth is not confined to the farm. There are the factories, the forests, the fisheries, and the mines. They are all making their contribution to the wealth of the country.

These, plus the products of the farm, will, in the aggregate, give a value of approximately three billion dollars.

In the face of conditions such as these we should not hesitate to throw off our coats, oil up the machinery, and get down to business.



# A Better and Bigger Business Promised for Fall

*The adjusting process which has been at work during the last year or two has led to healthier conditions basically. Lighter stocks and smaller debts. Healthy condition of the agricultural industry owing to war prices for produce. Effect of war orders on the manufacturing industry. Canada's strong position financially. Good time to get ready for better business.*

BY W. L. EDMONDS

**W**HILE conditions generally are not all that could be desired, yet the outlook for fall trade is one that should give us confidence rather than fear. They are decidedly more reassuring than they were a year ago. A year ago the future was so uncertain and disturbing as to demoralize business and scatter credit to the four winds. We did not know "where we were at" or where we were going. There was only one thing we were certain about, and that was that we were in a parlous condition.

But now, in approaching another fall, we realize that while Canada has passed through a period of commercial stress and strain of unusual severity the worst is behind her, and that from now on better conditions will prevail.

## High Prices Saved the Farmer

The situation was saved for the farmer by the high prices which the war created for everything he produced, thus imparting to a crop much below the average in quantity a value greater than at any time in the history of the country. The past year has, therefore, been one of good times as far as the farmer is concerned, and explains why business conditions in country towns and villages have been so much more satisfactory than in the large commercial and manufacturing centres of the Dominion. And bad and all as business has been in the large centres it was saved from being a great deal worse by the orders for munitions of war and equipment and supplies of various kinds which came to our manufacturers as a result of the outbreak of hostilities in Europe.

## The War Orders

These orders have not, of course, been sufficient to make up for the decrease in home trade generally. But they have materially contributed towards doing so.

All told, these orders are estimated to possess an aggregate value of about \$400,000,000, which is about equal to 25 per cent. of the total annual output of the factories of the country. As a saving factor its importance has, therefore, by no means been insignificant.

## Improvement in Iron and Steel Trade

This has been particularly true of the iron and steel industry. Even before the war broke out the iron and steel industry was at a low ebb as far as business was concerned. Being a basic industry, it was, naturally, the first to feel the effect of the depression. And during the early stages of the war the leading plants of the country were running at greatly reduced hours, and with but a fractional part of the labor previously employed. For several months the situation was critical

indeed. With the advent of orders from the Imperial Government for shells came an improvement, which has been making a steady headway, although the output of iron and steel, owing to the small demand on the home market, has not yet been restored to the normal. Conditions, however, are infinitely superior to what they were eight or ten months ago. The greatest blow to the iron and steel industry was the marked decline in orders from the railways, the agricultural implement manufacturers, and the contractors of large structural undertakings. As a result of the large crops that are being harvested all over the Dominion,

we may confidently look for an improvement in the demand for iron and steel, both from the railways and the manufacturers of agricultural implements. The great decline that has taken place in building operations naturally affected the manufacturers of hardware. Some of them, by securing business which they had not hitherto gone after, were able to relieve the situation to a slight extent, but, on the whole, they have been running their factories at greatly reduced time. They, too, will naturally feel the benefit that will follow the large crops that are being harvested.

That the condition of the iron and steel industry is improving is shown by the statistics. During the twelve months ending December last the production of pig iron in Canada was 705,972 tons, of which 442,430 were produced in the first half of the year and 263,542 in the second. While during the first half of 1915 the production was not as large as for the corresponding period of 1914, yet it was larger by 103,283 tons than the output during the last six months of 1914, being 366,825 tons. Three more furnaces were also in blast at the end of June last than on December 31, the total being nine as compared with six, or a little less than one-half of the total number in the Dominion.

## Our Economic Excesses

We must remember that it was not the war that was the immediate cause of the depression through which Canada has been passing. The direct cause was our economic excesses. Trade began to take a bad turn a year before the war broke out. The war merely hastened the crisis and hurried the adjustment.

And the adjustment which has been going on, while necessarily painful, has been productive of good results. On the one hand we have, in both business and private life, been eliminating waste and studying economy, and on the other we have been concentrating our efforts on production.

By these efforts business has not yet been brought to the point of activity. But it has been brought to the

**WHILE a boom is not in sight, the general situation warrants business men getting ready for a better and bigger Fall Trade.**



point where it is basically healthier than it ever has been in the history of the country. Slipshod methods are being eliminated, credit is being conducted on a sounder basis, and buying is characterized less by speculation and more by necessity than has been the case for many years. As a result of this we on the one hand find fewer debts on the books of retailers and on the other smaller stocks in their stores. Of no class of business men is this probably truer than of those engaged in the hardware trade.

### Adjusting Our Foreign Trade

The adjusting process has not been confined to the home trade. It has been at work as well in regard to the foreign trade of Canada. During the fiscal year ending March, 1914, we imported about \$181,000,000 more merchandise than we exported. But since then, by, on the one hand, buying abroad more cautiously, and on the other concentrating more on the export trade, we have been able to turn a trade balance that was adverse to us into one that is favorable. For example, during the fiscal year ending March, 1915, the trade balance was favorable to the extent of about \$6,000,000, while during the first two months alone of the present fiscal year it reached the sum of nearly \$8,000,000.

The import of this is that not only are we paying for our imports with our exports, but we are building up a credit balance abroad which helps to meet our interest charges in London, which amount to probably \$135,000,000 or \$140,000,000 annually.

### Decrease in Imports and Increase in Exports

The merchandise imported during the fiscal year 1915 was \$455,371,371 and that exported \$461,442,512. The total imports of merchandise of all kinds during the first two months of the present fiscal year were \$62,782,448, compared with \$82,014,652, and the exports \$74,797,494 compared with \$51,305,424. In domestic products exported there was an increase all along the line. And it must be remembered that these increases in the export trade have been brought about in spite of inadequate ocean transport service.

### Foreign Trade in Iron and Steel

An analysis of Canada's foreign trade in iron and steel and manufactures of during the fiscal year ending March 31, 1915, reveals results rather more than usually interesting. For example, the imports decreased 46 per cent., while the exports increased 18 per cent. The total imports in 1915 were \$64,758,853, compared with \$119,221,241 in 1914, while the exports were \$15,915,535 and \$13,039,941 respectively.

### Two Trade Barometers

Among the best of barometers whereby the condition of trade may be gauged are the bank clearings and the monthly bank returns. While the bank clearings still show a decline compared with each of the three last years, yet it is somewhat reassuring to note that they are larger than during 1911, when trade was normal. The figures for the seven months ending July clearly show this, they being \$4,006,313,000, compared with \$3,908,806,000 for the corresponding period of 1911, or an increase of \$97,512,000. Nineteen hundred and twelve and 1913 were, it will be remembered, abnormal years. And while the returns are running below that of 1912, 1913 and 1914, they are not doing so to the extent they were. In fact, in certain instances the latest figures show increases. And then it should be remembered that

there are not now anything like the same transactions in real estate to help swell the bank clearings.

### More Money for Business

While the commercial loans continue to reflect quiet business, they being, according to the latest returns, 9.41 per cent below those of 1914, yet, taking the banking statistics as a whole the financial condition of the country is shown to be strong. The June deposits reached the enormous sum of \$1,032,818,783, which is the largest on record and about \$14,162,324 above the figures for the same month a year ago. With the period at hand when the usual heavy demand will be made upon the banks for funds to move the crops these figures are significant. On Western crops alone some \$50,000,000 is estimated to be loaned in this way. Notes in circulation are larger by half a million dollars than they were a year ago. They usually expand \$20,000,000 to \$25,000,000 during the crop-moving period.

### The Immigration Situation

Although immigration has greatly fallen off, principally owing to the war, yet there are still quite a number of Americans settling in the Western provinces. It is estimated that at least 30,000 have crossed the boundary line during the last twelve months, bringing with them cash and effects to the value of \$25,000,000. Even if each of these immigrants only spends on an average \$200 a year on merchandise, we have a new permanent purchasing power in the West to the extent of \$6,000,000.

### Crops as a Business Factor

But that which Canada is the most concerned about at the moment is the coming harvest. Will it be good or bad? That is the all-important question. While, owing to the unfavorable weather conditions during June and July, the quality of the crops will not, on the whole, be as satisfactory as was at one time anticipated, yet there does not seem to be any reason for doubting that the farms of the country will yield a larger revenue than ever before. The area under wheat cultivation is, according to the Government returns, 26 per cent. larger than that from which crops were harvested last year. There has also been a substantial increase in the acreage of oats, barley, corn for fodder, and potatoes. In regard to live stock the conditions are also on the whole excellent, there having been an increase of 48,361 in horses and of nearly 65,000 in cattle.

### A Promising Outlook

Perfect conditions as to either crops or business. Canada never has had nor never will have. But taking everything into consideration she enters the fall of 1915 under reassuring circumstances. Business generally is improving, and with stocks throughout the country relatively smaller than at probably any time in her history, there does not appear to be any reason why, after harvest, the improvement should not become more marked and general. And as the banks are in a more than usually favorable position to provide the medium of exchange, money ought to be easier to secure and cheaper to borrow for ordinary business purposes.

At the time of writing harvesting of spring wheat has scarcely begun. With fall wheat the case is different, and a preliminary report issued by the Statistics Office, at Ottawa, on August 11, estimates the yield at 28.10 bushels per acre, which is 6.32 bushels above the average of the last five years. The harvested area of

(Continued on page 56)



# Pushing the Sale of Necessities on the Farm

*Getting more business out of the farmer — Farmers have money and want goods—Catering to the farm and home*

THE farmer is the man who is best off in this country to-day," said a prominent Ontario hardware jobber to a representative of Canadian Hardware Journal; "he is the man with the cash."

All through the past year reports from the smaller centres of the country showed that "business as usual" prevailed; and it was only in the cities and larger towns that any falling off in trade occurred. Now things are brighter; and in the country crops from the Atlantic to the Pacific are reported to be "better than ever."

If the farmer had money all through last year, he certainly has plenty of it to-day. Automobile manu-

S. Rundle's hardware store, at Sunderland, a little time ago made a practical window display of incubators with eggs and chicks that helped sell a number of these articles. A similar display could be made by other dealers. Or a display could be made of other lines.

Harness is one of these. In the fall the farmer will want many a thing in connection with his stable, his wagons, and his horses and cattle.

Then there are pumps. Every farmhouse should have a pump in the kitchen or pantry. The day when the farm housewife has to draw water from the outside well is past, or should be. The hardware store is the natural headquarters for pumps in general, and the fall is a good time for dealers to suggest these articles for home use.

There are also the many little items classed under builders' hardware. Locks and bolts, keys and hasps, barndoor rollers, track, and innumerable other articles that will be needed for repairs before the cold weather sets in.

This brings on the thought of making the barn modern and sanitary, which also will bring on the prospective sale of newer barndoor equipment, of cement for a waterproof floor, of newer sanitary fixtures.

Dairy and creamery supplies are another kindred line, with their separators, churns, and other modern utensils. Geo. R. Simmons, of Bracebridge, Ont., has been handling cream separators for five years or more, selling about fifty every year by offering to set up and start in operation every separator purchased from him. He sells most of them in the store, too, to farmers who come in to look them over. Dear knows how many he might have sold had he gone after the farm trade by a personal visit.

That suggests the advisability of making a farm



Well-arranged country store.—Interior of Lenahan & Co.'s hardware at Durham, Ont.

facturers say that the farmers of Canada bought more cars during this year (1915) than any other one class in the country. That shows that the farmers are spending their money.

Is the harvest bountiful in your section, Mr. Hardware Dealer, and are you getting your share of the bigger business that is bound to result? Instead of letting the farmer invest all his spare money in an automobile, would it not be well to suggest to him a number of articles he will want before the first snow comes?

Fully 80 to 90 per cent. of the articles sold in hardware stores are absolute necessities, and the number of things wanted about the home and farm are almost innumerable. A little suggestion offered will often open the way to good buying. Accompanying this article is a short table giving a hastily-conceived list of things that every dealer catering to farm trade should have in stock. The list, of course, gives but a hint; it could be multiplied a hundredfold.

A year ago John H. Lee, who conducts "The Pioneer Hardware Store," at Stoney Creek, Ont., got out a 32-page catalogue of his goods; circulated it throughout the farmers of his district; and during the winter reaped the reward of his forethought. It was a handy booklet, full of illustrations of articles needed about the farm, and in many a homestead it was hung up ready for reference. What Mr. Lee did was but to follow the example set by Creeper & Griffin, Owen Sound, and other dealers in Ontario and the Canadian West. This is one method for stirring up trade, and there are many others. Suggestion is the thing.

## SOME FARM NECESSITIES

Ash sifters	Lamps and lanterns
Axes and rakes	Ladders
Axe and tool handles	Lumbering tools
Barn, farm, and house hardware	Metal sheets and shingles
Builders' hardware	Nails and wire
Bolts and nuts	Oil cans
Belting	Paints and varnishes
Brushes for various uses	Pocket and table cutlery
Cow ties	Ready roofing
Chains for all purposes	Razors
Cake tins	Stoves and pipes
Curry combs and clippers	Shot guns
Churns and dairy supplies	Saws
Dry batteries	Shovels and spades
Dishpans	Scales
Egg and buggy crates	Sharpening stones
Electric flashlights	Shearing tools
Food choppers	Tin and enamelware
Farm tools	Tubs and washboards
Furnace faces and registers	Vacuum cleaners
Hame fasteners	Work gloves
Horse blankets and harness	Wagon jacks
Ironing and bakeboards	Washing machines
Incubators	Wrenches
Implement repair tools	Water pumps
Kitchenware	Window glass
	Wire fence and staples



canvass. Even though no goods are sold or orders taken on the early visits it is good advertising to get in touch with the farmers in the vicinity and know them and their families and let them become acquainted with yourself. W. F. Macpherson, Prescott, Ont., president of the Ontario Retail Hardware Association, sends out one of his clerks to make personal visits on all farmers within reasonable distance of Prescott. He then sends out two or three circular letters during the year to these farmers, possibly using 500 in all, and this again is backed up by local newspaper advertising. The salesman on his call makes note of any unusual



Striking window display of harvesting needs made by the Ross Hardware Co., Ltd., Moose Jaw, Sask. The threshing outfit is made of hardware articles carried in stock.

fact or circumstance, such as alteration to the house, erection of a barn, need of new fences, etc., and this helps Mr. Macpherson cater for this business later on and throughout the year. The resultant business has been well worth the effort. A couple of seasons ago he sold five carloads of fertilizer through this method.

Besides these, there are a thousand and one things needed about the farm, and the hardware dealer should have the wanted articles. He should also impress on the farmer the importance of doing the necessary things and buying the necessary articles before spending all his ready cash on automobiles. That latter is another consideration. But the farmer's wife should have some consideration, too, and the purchase of labor-saving household tools—washing machines, wringers, vacuum cleaners, lamps, and the many other articles wanted in the house—should be suggested by the dealer. The farmer has the money to spend, and it is better he should spend it on necessities that will bring added relief from worry and pleasure in doing his work.

To do this properly the dealer, besides having the goods and getting in touch with his prospective customers, should think more earnestly of his methods of display. In most country towns the window is almost entirely neglected, and as for the interior it is left to run itself. There are so many store fixtures now offered, however, that the wonder is that more are not in use. To the up-to-date hardwareman they could serve as a model for building his own equipment if he does not see his way to purchase the model fixtures.

The racks for forks, shovels, spades, hoes, rakes, and other handled implements, are now so well known that the suggestion is sufficient, but there are many other handy display fixtures made by dealers themselves for odd corners, posts or pillars, such as axe racks and similar holders that hardwaremen must think out for themselves. A Western dealer has a circular axe holder

built up in three tiers about a pillar support running up the centre of his store, and The Russell Hardware Company has a modification of this in a single tier axe holder built about a post in their Toronto store.

### CASH IN ON CUSTOMER'S PRESENCE IN STORE

It certainly seems a funny thing to the writer to see some dealers paying out a good deal of money for advertising to get customers into the store and then failing to cash in to the full on their presence there, as they might by having goods so displayed as to create additional sales.

It is certainly good business for the dealer to look around his store to see if he is making the use that he might of the space at his disposal. Try to look at your store from an outsider's viewpoint. Being in your own store constantly you become used to the surroundings and are not so apt to see the defects of display as an outsider might. Look at things through your customers' eyes. It might even be well to get some friend who knows something about merchandise to give you his opinion or suggestions.

### BOOM FALL SPORTING GOODS TRADE

The fall athletic season will soon be in full swing, and hardware men who sell sporting goods should now begin to put football, basketball, and other seasonable sporting goods to the front. School, college and club business is a particularly profitable line of endeavor, and is well worth a special effort to secure.

In order that this business may be best secured it is well that the dealer or his clerk become intimately acquainted with the various organizations. If you can



Interior of Morton's Hardware at Vegreville, Alta. Note the prominence given to stove stock. Harness is also a big line with this store, farmers buying it extensively.

become acquainted with the officers and players it will exert a vast influence when they have occasion to buy equipment. At any rate, seasonable sporting goods should be given prominence in display at the proper time

Little Barbara was a farm-house guest and was intensely interested in everything that went on about her. When her father arrived for his first week-end, she found an outlet for her news.

"Yes, daddy," she cried, "I saw the sheep and the cows, and how they made the hay. And this morning I saw them working the separator!"

"The separator? What did they do with that?"

"They separated the milk from the cow."





Ready for the demonstration.—How H. Wolfhard & Co., Berlin, Ont., opened their fall stove campaign, coupling with it a window display of kitchen utensils.

## Making the Stove Department a Profitable Success

*Methods pursued by Canadian dealers to sell more stoves—Advertising and windows strong helps—Demonstrations an aid—Salesmanship that gives satisfaction*

THE stove department of the hardware store should be one of the most important and profitable ones.

The reason some of them are not this is because there is either no attention paid to occasional window displays, stoves do not figure in the advertisements, or there is not good salesmanship shown in the sale of stoves. Or there may be a combination of all these reasons.

In a number of Canadian stores where stove sales are looked after and cultivated it will be found that there is a manager who insists on having a department separate from the rest of the stock, wherein he can have the customer to himself without distracting attention from the stove line he may happen to be showing.

Such a store is Turnbull & Cutcliffe, Ltd., Brantford, where, a short time ago, a record was made of selling 65 stoves in two days as a result of publicity concentrated on the stove department. This company, for nearly 20 years, has been conducting an annual stove sale early in the fall, each succeeding year being more successful than the previous one.

Smith & Gaetz, of Red Deer, Alta., is another firm that holds an annual stove sale. They do not confine themselves to a few lines, but carry a big range to suit people in a scattered community. Their stove trade is one of the biggest in Western Canada.

A. Welch & Son, Toronto, is an exclusive stove store, where results are aimed at. They have a record of 45 stoves sold in a single day.

All of these stores sell the goods because they get the publicity and have the department and salesmen to look after prospects when they enter the store. Turnbull & Cutcliffe and Smith & Gaetz advertise extensively

their annual stove sales, and Welch & Son always have splendid window displays.

Kilpatrick Bros., London, Ont., give over one side of their east end store to a display of their stove lines. With competent sales help they have made this one of their very best paying departments. In all they have three stores—one in another section of London, and a third in St. Thomas. One little attention that the stoves receive in Kilpatrick's is that they are all dusted and rubbed up every morning. They also keep a list of purchasers of stoves, so that if in future years any repairs are necessary they can get them intelligently.

The Saskatoon Hardware Co., at Saskatoon, think so much of their stove line that they give one whole floor over the main hardware section to their stove department. Here customers may inspect stoves in peace without intrusion. The season's sales fully justify the arrangement.

Elliott's hardware, at Brantford, is another store that devotes a whole floor to its stove stock. The upper section of a double-decked window gives opportunity to display coat ranges and heaters in fall and winter and gas stoves in summer.

A. Westman & Co., London, is still another with a special department for stoves. This firm makes it a point to set up a stove complete in the store, so that customers can see just how it will look at home. This is a telling point with farmers, many of whom trade at the store, it being close to the market.

### Some Window Methods

Now as to some stove sales helps. More than one manufacturer is willing to co-operate with dealers in



making a telling and striking window display. One of the best brought to our attention was made by an Eastern hardware store, which used but one stove in the window, on either side of which stood a small pillar with cards, each telling some feature of the stove. Tapes ran from the cards to the parts of the stove described, and as the stove doors and lids stood open it gave a splendid chance to get a first-hand inspection glimpse of the stove.

#### Meeting Mail Order Competition

Hedley & Son, of Clarksburg, Ont., believe in showing quality stoves. This successfully combats competition.

A speaker at the last hardware convention said it was a good plan to have a cheap stove on the floor, so that farmers who were thinking of buying a stove from a catalogue house could be shown the original of the catalogue picture, and then introduced to the better stove line sold by the dealer.

#### Satisfying the Customer

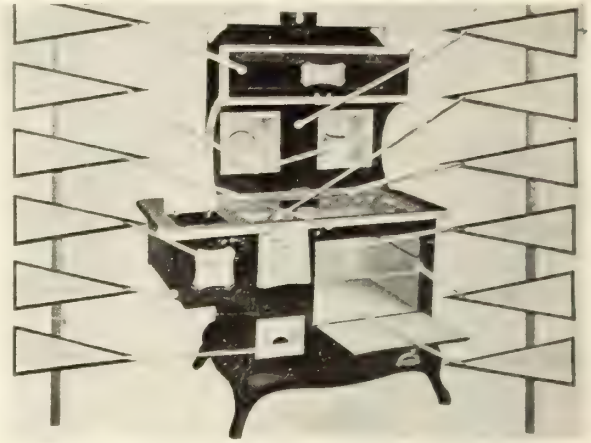
D. A. Cinnamon, of Lindsay, Ont., sells a great many stoves in his section of the country and he says he has always made it a rule to see that the customer was satisfied when he sold a stove. For this reason he always sent a competent man to set up the stove and start the first fire, explaining to the purchaser the peculiarities of the drafts, etc. Not only this, but he visited the house, or called up the people some time after the purchase to find out if the stove was giving satisfaction.

#### The Demonstration Idea

Canadian hardware dealers handling stoves are not much given to demonstrations, though a very successful one was conducted by Jas. N. McGregor, of Oakville, Ont., two seasons ago, in conjunction with the Gurney Foundry Co., who made the stoves. A triumphal entry was made into town from the railway station to

than a demonstration where something is baked and given away to eat," said a prominent U. S. hardware-  
Ingram & Davie, St. Thomas, and The Fawcett Hardware Co., Saskatoon, are other concerns which have successfully tried the demonstration idea.

But across the border the demonstration idea is pushed stronger than on this side. "There is nothing that will attract crowds into a hardware store quicker



Use but one stove in the window, open it up, and with cards at the side telling the salient points, run ribbons from these cards to the part of range described. It will prove one of the best drawing windows you ever put in your store.

man the other day, and to back up his assertion he instanced the makers of various cooking appliances who are all the time conducting cooking demonstrations.

A number of hardware dealers throughout the country also open up each season with a cooking demonstration, and quite a few of them conduct a prize guessing competition. A novel scheme recently conducted by a country dealer who wanted the farmers to look at his stoves was to open a corn contest, the idea being to have the contestants bring in the largest and finest ears of corn they had grown. These were tagged and numbered, and on a certain specified day were judged and on merits awarded prizes. The dealer got a large crowd of farmers, their wives, and their sons, and it is gratifying to note that his stove demonstration, conducted the day of prize-awarding, helped to sell nearly all the stoves on his floor.

There is hardly a limit to the money-making ideas an energetic dealer can make to attract crowds, especially in the smaller towns, where there is little competition. They are worth trying.

#### NOT HARD TO SELL STOVES

One reason that the stove business for many merchants is not larger is because of the fact that they go along under the assumption that it is too hard to sell stoves and the profit they make from the sale of the stove is not worth the effort necessary to sell it. Of course it takes effort to sell stoves—it takes effort to sell anything nowadays—but it does not take any more effort to sell a stove, provided the man knows the selling points of the stove, than it does any other line of goods. In fact, it is a very easy matter to sell a high-grade stove, provided the merchant knows the talking points that will appeal to the prospective buyer.

In selling a stove arguments should be made that will appeal to the customer. The salesman should place himself in the customer's position, show every possible feature of the stove, and explain these facts so the customer will thoroughly understand them.



Now we are prepared for the customer and the range is in readiness to be demonstrated.

Mr. McGregor's store, through the principal streets, and a baking competition was held at the same time. The publicity given to the event brought big crowds and was the means of selling a great many stoves; besides many people in the country round about Oakville now know that Mr. McGregor sells stoves, and good ones.



# The Foundry as a School for Stove Salesmanship

By A. B. LEVER

**T**HE philosophers of ancient times impressed upon men the importance of knowing themselves. The business philosophers of modern times impress upon salesmen the importance of knowing the goods they sell.

In no branch of business is this probably being impressed more consistently than in regard to the sale of stoves.

The time has long gone by when it was possible for a man glib of tongue and deficient in knowledge to make a success in stove salesmanship.

Just as a manufacturer wants to know with mathematical accuracy what a machine will accomplish before he purchases it, so the housekeeper, as a rule, wants to know the efficiency of a stove before she will purchase it. Mrs. Greenhorn may not be insistent on this point, but the average purchaser does not belong to the Greenhorn family. It is, therefore, the average customer for which the stove salesman needs to be equipped.

## Getting at the Practical

By close application to his duties, by reading the trade and technical journals, and by discussing with representatives of the manufacturers the merits of the stoves they turn out, a great deal of valuable information can undoubtedly be obtained. But it is, after all, largely theoretical information, and while it may serve in many a pinch to sell stoves, there are occasions when it may prove inadequate. It is for emergencies that the salesman, or any other man, for that matter, needs to be equipped. And the best way to be prepared for emergencies is to obtain a practical and thorough knowledge of the article he is selling.

How necessary and important this practical knowledge is may be gathered from the fact that some of the best stove dealers in Canada insist that their sons and their salesmen shall spend a period in the foundry of the manufacturers whose products they handle.

In certain instances a period of even six months has produced extraordinary results. But perhaps after all the results have not been extraordinary, for the young men who are ambitious and zealous enough to put on

overalls and enter upon the hard work of a foundry in order to acquire a knowledge of the intricate parts of a stove and the purposes they serve, being usually of the best class mentally, naturally grasp more quickly the knowledge they are seeking. It is the indifferent man who is slow at absorbing stove or any other kind of knowledge.

Many a dealer of long experience has confessed that after the return to the store of a son or a clerk from the training school of the foundry he has had to take a back seat as far as stove knowledge is concerned.

It is natural that it should be so, for not only does the graduate of the foundry know the anatomy of a stove, but he knows how each part is made, of what it is made, and the purpose which it is made to serve, either in the efficiency or the economy of a stove.

He may have from his previous experience known that this or that part of a stove was strong and that this or that part was for the purpose of producing certain results. But he probably did not know why until he had learned from practical experience in the foundry.

A man thus equipped with practical experience in stove making is as nearly a hundred per cent. salesman as can be produced, provided, of course, he possesses in addition the qualities of salesmanship.

## He Knows the Why and the Wherefore

He can tell a customer with an assurance that is convincing why the firepot of the particular stove he is selling is constructed as it is; why this or that door, lid, or any other part, possesses the strength it does, and why this or that part is guaranteed to produce certain results claimed.

Some may claim, if they will, that a salesman is born and not made. There are, undoubtedly, certain men who would not make successful stove salesmen if they had all the training—practical and theoretical—in the world. But one thing is certain: A man with average ability, plus a practical training in the foundry, will, as a rule, make a better stove salesman than he, who, while possessing a greater measure of ability, is without training of that particular kind.

**STOVES** at the Exhibition. Suggesting to dealers another method of giving publicity to their stoves and ranges. No matter how large or how small the fair, dealers would do well to take advantage of the opportunity to give the public who do not as yet enter their stores an idea of their stock.

Display of stoves made by Moffat Stove Co., in co-operation with Westwood Bros., at Canadian National Exhibition.





# Know Your Stove and Know Your Customer

*How Westwood Bros. advocate making sales—Good windows and local advertising arouse interest — Then comes desire — Booking the order*

THE dealer who plans to build up a satisfactory stove business must do something to draw customers to his store. It may be advertising; it may be window and interior displays; it may be demonstrations. But when the prospect is in the store it takes salesmanship and a knowledge of the stove to make the sale.

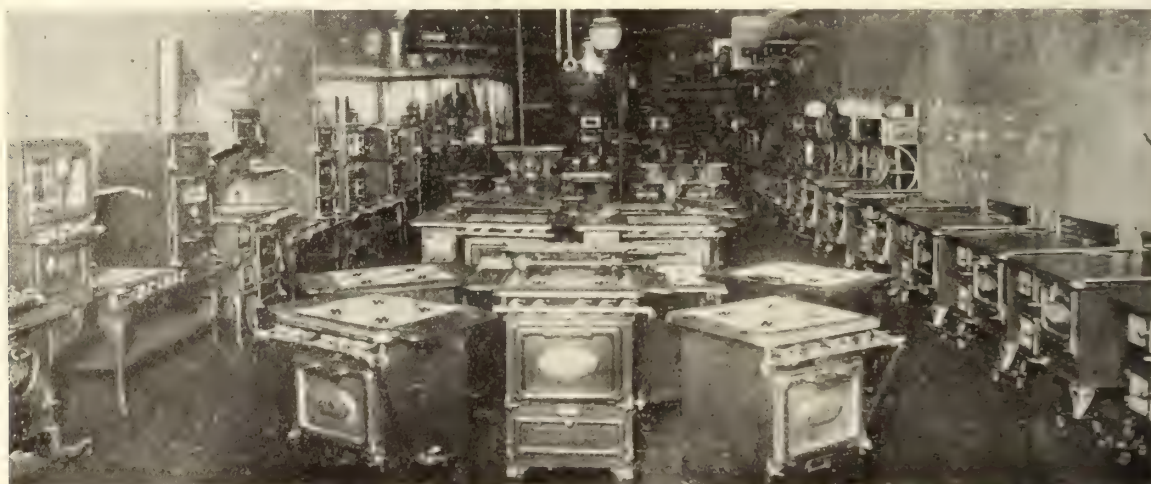
One of the best stove salesmen in the country is Ed. Westwood, of Westwood Bros., Toronto, and it is a pleasure to listen to him talk about stoves. His store, pictured above, is not a pretentious building, but he arranges his stock to suit his own taste, and he has a number of striking signs on the walls to help back up his statements.

In selling stoves Mr. Westwood says the salesman should first of all arouse the interest of the prospect in the stove being shown. In general the window displays and local advertising do this. A good method is to place just one good stove in the window marked at an attractive price, though showing a fair profit. If

be booked. Just what particular argument clinches the sale one cannot tell—every prospect is an entirely different proposition. But in most cases the transition from desiring the stove until the customer says he will take it is so gradual that it is always well to have in mind the possibility that every argument will have to be brought out again to decide the sale.

Price is often, indeed in the great majority of cases, the sticking point. The customer naturally wants the lowest price he can get; at the same time he has not much confidence in the man who changes his price to effect a sale. For this reason it is well to stick to the price advertised, to the price on the stove in the window, explaining that the lowest possible price has already been set on the stove. This confidence will aid greatly in making a friend for your store.

One word more. Having said the salesman should study his stove line thoroughly, it is also well to study the customer. Don't argue with him. Give way on minor points, but stick to your statements about the



Interior of Westwood Bros. stove store, Toronto.

half a dozen good points about the stove are printed on some window cards about the display they add fifty per cent. to the value of the window.

Providing the store interior, or the stove department itself, where it is part of a general hardware stock, is well looked after, the salesman is ready for the customer who has been made interested. It is now his part to make the prospect desire to obtain that stove. To do this the salesman must know the stove itself, all its parts, and its capabilities. He must be able to give a reason why he considers the stove he is selling and the line he is handling the best. This knowledge should be more than superficial. It is to be obtained only through careful study of stoves and stove construction, and the material from which stoves are constructed.

While some of this information may be somewhat technical, it could be presented to the prospect in a telling way. The salesman, in fact, should be able to sell himself before he sells the customer.

Just about this time is when the order is ready to

quality, convenience and economy of your stove. He will by now have said something that will give you a clue as to his peculiarities. Talk to him and work with him along this line, and the rest of the selling will be easy.

But after the stove is sold, see to its early delivery. Have it set up properly, and explain to the buyer the helpful little things that will give the housewife the greatest amount of comfort at the least possible cost of fuel.

## "GUNNING" FOR PROSPECTS

Empty number ten paper cartridge shells were used as the means of drawing attention, recently, to an advertising circular gotten out by an eastern concern. The shells were used as mailing tubes and the cord on a red shipping tag was slipped through the primer hole of the cartridge to carry the address. The novelty of the device brought many favorable comments.—System.



# Methods and Sales Stunts of Hardware Dealers

*Push out the slow sellers—Closing out the summer lines  
—Pointed goods in packages—Some Norvell advice*

**T**HIS is the time of year, at the beginning of another fall season, with demand for summer goods practically over, when it would be well for hardware dealers to make a clearance of their remaining summer stocks. Early in September a clearance sale could very easily be pulled off which would almost certainly greatly reduce the quantity of these unseasonable goods and turn into ready cash articles

display will not be composed entirely of old stock; and he is a firm believer in price cards, it being a rule set forth with him to let his goods speak for themselves, in the matter of price at least.

## REST ROOM HELPED WESTERN DEALER

A hardware dealer in one of the cities of the Canadian West, having read in Canadian Hardware Journal some time ago of a "rest room" conducted by a rural dealer in Ontario, took up the idea and opened a room at the back of his store, where farmers, their wives and children, visiting the town on market days could rest, leave their parcels, and use it as a meeting place. He put in a number of chairs, a couple of tables, and a water filter. Last winter a stove was installed.

The tables always have literature about articles in stock, which is read by the patrons. The dealer says the room has helped him in sales and has given him an inside track as compared with mail order houses.

## OUTSIDE MAN ASSISTS WONDERFULLY

Dent Bros., Bothwell, Ont., find oil lamps a good line to handle in their neighborhood. In fact they write that oil lamps, being a necessity in almost every neighborhood, are a good, profitable line. "We also have a man on the road," say Dent Bros., "handling automobiles, carriages, machinery, etc., and we find that he is of wonderful assistance in bringing business into the hardware store. We do a small credit business, but of late are using the McCaskey system of caring for ac-

### SATURDAY SPECIAL

## Another Auction

20 per Cent. Off for Cash on Graniteware and Tinware, 10 per Cent. Off for Cash on Stoves, Ranges and Hardware

*Now is the Time to Stock Up*

**J. H. Ashdown Hardware Co.,  
Limited Nelson Branch**

Western firm's way of inducing sales.

which otherwise would have to be stored for next season.

Cash on hand is always worth more to the dealer than when tied up in unseasonable stocks on the shelves or in the store-room, so a little inducement made to customers in the matter of lower prices may help move these goods at the end of the season when making room for more seasonable articles.

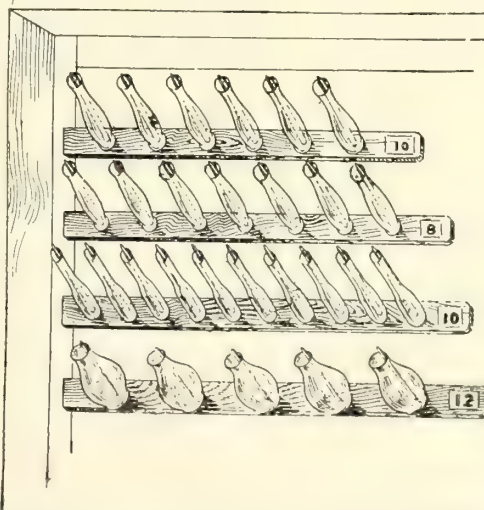
Discrimination in prices, however, should be used cautiously by the dealer in conducting his clearance sale. There are some staple lines which it might not be good policy to offer at reduced prices, because with the present tendency of the market they may be harder to get and may be got only at higher quotations. But there are old goods and old patterns of staple lines which should be turned into cash at reduced rates. These lower prices always induce other sales and eventually bring new customers to the hardware store.

## HOW TORONTO DEALER DOES IT

Anthony Mole, a hardware dealer on Queen Street West, Toronto, has a plan of Friday and Saturday bargains which helps him greatly in lessening his stock of past season's goods. Making groups of articles he wants to get rid of, he makes a display of them in his window or on a shelf on the street in front of his store puts an odd price, such as 39 cents or 49 cents, on the group, and makes his sales.

His Friday and Saturday bargains are looked for, and using this method to lessen past season's goods has helped him better than any other one way.

But he also puts in a few new season's articles, particularly those that take up little space, so that the



Safe and easy way of showing various sizes and styles of lamp glasses. May be put in window side.

counts, and find that the credit end of our business is growing smaller. We advertise in the local paper and by monthly calendars, and find results from both."

## CARDBOARD BOXES FOR NAILS

The Russill Hardware Co., Toronto, have given up using the ordinary wrapping paper for parceling up nails, window points, and other sharp-pointed small articles. Instead, they have had made for them a



number of varied sizes of patent cardboard folding boxes, which cost very little more than the paper, for doing up these goods. Made in one, two, three, five, seven, and ten-pound sizes, the clerk is able to make up a neat, handy and safe parcel for the customer in less time than doing up in the old way. The boxes, too, have printed on the sides and ends advertisements of other lines carried by The Russill Hardware Co.

### SPECIAL BARGAINS HELP SALES

Harland Bros., Clinton, Ont., some little time ago, conducted a special week's sale, advertising the fact locally and backing up the advertising by window dis-

## Special Bargain List

for Saturday and all Next Week

Mrs. Potts Nickel Plated Irons, reg \$1.10 for 88c.  
Garden Rakes only 25c  
Leans Tiger hand cleaner for 25c  
Floemol the new furniture polish, only 25c

### Would You Pick up \$4.75 on the Street?

Would you buy a \$5 Safety Razor for 25c. That is the introductory price of the Mark Cross Safety Razor. \$5 Quality. Over sixty sold in our store last Saturday. 98,000 sold in one day in New York City.

### Rush Still Continues for the following Popular Goods

Sherwin-Williams Paints, Campbell's Varnish Stain, Floorlac, Japanes, and Berry Bros. Liquid Granite. Decorate with Windowpane

We now handle BEAVER BOARD it takes the place of lath and plaster, and more sanitary. Call and see samples and get particulars.

A Bargain Table of Assorted Graniteware, slightly damaged. Big Values. Your choice for 15c.

## HARLAND BROTHERS

STOVES, HARDWARE AND NOVELTIES

plays. As a result of their sale they write Canadian Hardware Journal:

"We find a benefit advertising in such a way, quoting prices on some special lines, especially lines that we are anxious to dispose of at the time; and in all instances we dress our windows to carry out the effect of the ad., and mark all the special lines in plain figures to correspond with the prices quoted in the paper. We also use an outside wall silent salesman, for drawing the attention of passers-by to the articles, all marked in plain prices. This special case is manufactured by T. McKenzie & Co., Clinton, Ont., and is a great trade getter."

### SOME NORVELL HARDWARE RULES

During a recent visit made up north by Mr. Norvell, of Norvell-Shapleigh fame, St. Louis, Mo., that expert in things hardware gave expression to some sound truths on how to conduct the hardware business. These ideas, or some of them at least, were passed on to the editor of Canadian Hardware Journal by a Toronto hardwareman who was a member of the circle in which Mr. Norvell moved at the time.

On the question of salesmen in the store Mr. Norvell said every dealer had to make his own clerks, and it depended a lot on the dealer himself as to whether his staff made good or not.

He never knew of a retailer to get rich by buying goods cheap; usually the dealer looking to get goods

cheap ended up by buying cheap goods. The problem for hardwaremen to-day is that of distribution.

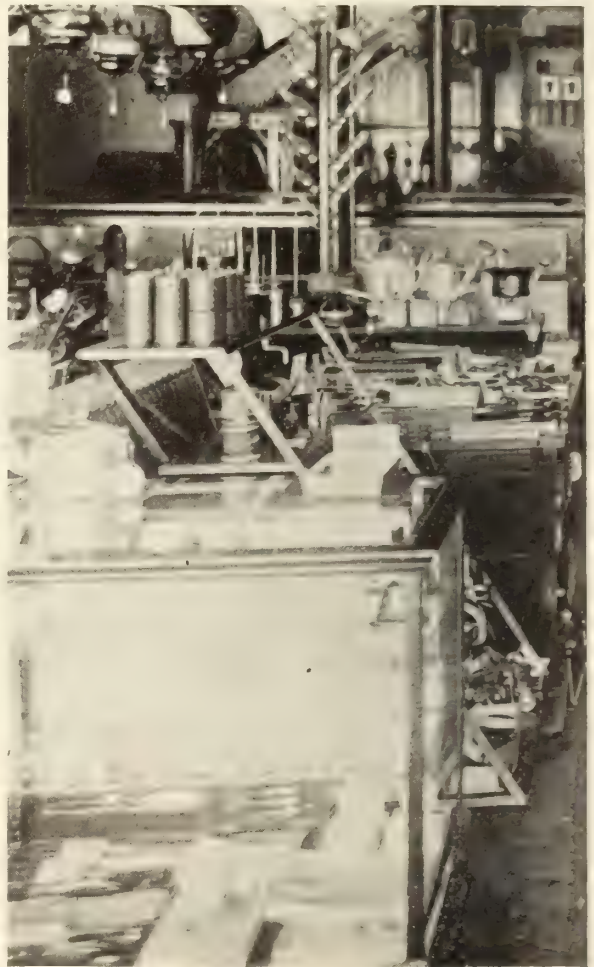
On the chasing up of rebates he found it advisable to let a clerk look after these matters. If the dealer bothered too much about these matters he was apt to get stomach trouble.

The good simple rules for hardware dealers to follow were: Have the goods where wanted; have the goods when wanted; and get the extra five by watching discounts. A great amount of money is lost by not having goods in stock when wanted.

On buying he kept a record of past purchases, which enabled him to place his orders intelligently.

### CASH REGISTER KEEPS COUNT OF MOWERS

John Caslor, known to every hardwareman in Ontario as treasurer of the Ontario Retail Hardware Association, has built up a big business in the sharpening of lawn mowers in Toronto. A short time ago he



Number of handy display fixtures in S. B. McClung & Co.'s hardware store, at Trenton, Ont. Note the silent salesman, folding display stand, lamp glass rack on pillar, and table for bargains.

had registered 500 of these cutters. He says it is quite simple to tell how many he sharpens from year to year, keeping track of them on a cash register.

### CANADA STEEL GOODS CO. SPREADING OUT

The Cowan & Britton, Ltd., plant, at Gananoque, Ont., making butts, hinges and other shelf hardware, has been purchased by the Canada Steel Goods Co., Hamilton. The plant, which was established 54 years ago by C. E. Britton and the late O. D. Cowan, will still be operated under the management of Mr. Britton.



# Business Methods as Discussed by Exchanges

## HOW DRIVERS HELP TO HOLD TRADE

If the drivers are pleasant and courteous and obliging, the housewives will think of the impression the drivers have made upon them when a competitor offers to supply them. They will say to themselves: "It has always been easy to get satisfaction from the Consumers Company." They will think just that, even though the driver is the only member of our organization they have met face to face. And they may also think to themselves: "I guess I'll continue to deal with the Consumers Company and not risk trying out this other company.—F. W. Upham, in System.

## NOVEL SCHEME THAT PROVED EFFECTIVE

A contest of a unique character served to keep keen interest centred in the store of a certain Western dealer. Every morning at 10 o'clock and every afternoon at 2 a number of cards were dropped from the second-storey window, each bearing a letter of the alphabet. A ten-dollar gold piece was offered as a prize to the individual who first presented at the store the letters spelling the words "Green & Son—The Quality Store." These cards were, of course, so gotten up that they could not be easily duplicated.

It was two weeks before the prize was finally won, and the dealer thinks he got many times his money's worth of publicity.—F. L. Edman, in National Hardware Bulletin

## HE TOOK THE HINT

A country dealer dropped in the other day to buy a line of goods from the wholesaler. He was shown a lot of new things, and among them one line which he recognized as the same he had held over for a couple of seasons as out of date and unsalable. Here on the wholesaler's counters this material looked very fresh and attractive.

The rural dealer decided to work off that stuff on his shelves, and the firm, of which he bought a new bill of goods, gave him a valuable pointer as to how to go about it. They advised him to put the goods to the front in a good light, talk them judiciously to his customers, and not pull them out of dark shelves as though they were relics of a departed age. The art of properly displaying goods is one which needs a great deal of cultivation, and one, also, which dealers might well study with profit to themselves.—Hardware Dealers' Magazine.

## CULTIVATING THE TOOL TRADE

"If I were a hardware dealer," writes W. F. Warburg, in System, "I would emphasize in my windows by folders, and in my local newspaper advertising, 'you don't need to be a carpenter to fix things.'"

"My appeal would be to the man who has no particular aptitude for carpentry, yet a very keen dislike for hiring an expert at high prices to fix a doll's carriage, a hinge on a cold air box, a loose joint in furniture, or any of the thousand and one 'round the house' jobs which, with the most simple set of tools and a minimum of knowledge, could be done by an intelligent man.

The burden of my message would be 'Ask us how to

do it.' And from the sales of hammers, saws, screw drivers, chisels, nails, screws, hinges, glue, cement for mending, hooks, and the like, I would be sure not only of profits not otherwise possible, but would also place myself in line for the worth-while sales of lawn mowers, vacuum cleaners, fireless cookers, kitchen cabinets, and other articles carrying a large profit on a single sale."

## GETTING MOST OUT OF THE CATALOGUES

A catalogue that hangs behind a door, tied to a string, is seldom the most productive catalogue. In several stores I have visited I have found as many as five catalogues from the same manufacturer filed behind the door. It happened that someone asked for an article not carried in stock. The busy hardwareman, not knowing that he already had the manufacturer's catalogue, had written for another. Hence the duplication.

There is only one way to file a catalogue, and that is the wasteless way. I do not want to suggest that you make up an elaborate cross index file showing on one card the article, its price and by whom made, and on another the name of the manufacturer and what he makes. That, of course, is an excellent plan. But your business may not be large enough to warrant it.

Try this: Get a number of small gummed labels and put a number on each one. These labels are pasted on the backs of your catalogue and filed in numeral order in a sectional bookcase, numbers to the front. A card file in your desk gives the items and the number of the catalogue or catalogues in which these items can be located. If you know this pretty well, then simply have the manufacturers' names on your cards. You don't even need cards—a notebook will do.

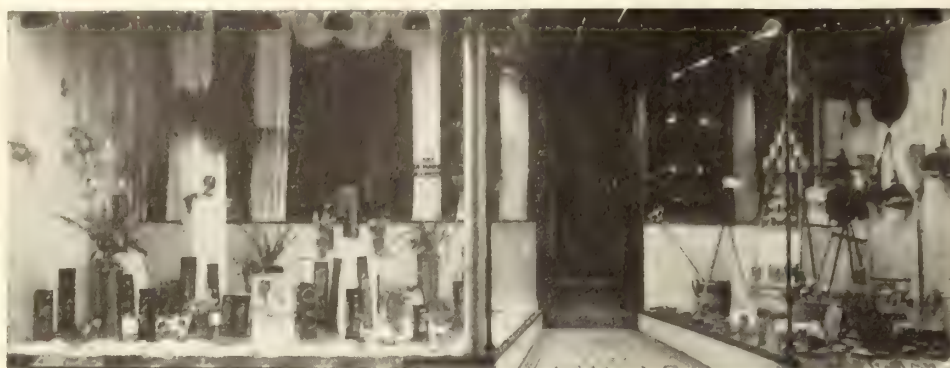
Now the hardwareman I have just mentioned goes over each new catalogue as he goes over his trade journals. He wants the new things. Few manufacturers give publicity to their entire lines—at least, not often enough to be of much help to you. But they omit nothing from their catalogues. Frequently you will find some splendid little novelty tucked away between the catalogue pages that will just fit into your needs. Study your catalogues. Try to get some good idea, some worthy thought, from each one before you file it. Usually, if you go about it with an honest desire to discover something, you will discover it. You cannot tell how an article is going to sell and how to sell it by looking at pictures of it. That's where imagination comes in.

While you are looking at the pictures, visualize your market—get it in front of you. If there is still a doubt that won't stay settled, talk it over with your clerks. They may know more about it than you do. The master politician learns a great deal from his henchmen. But he is a better organizer than they are. So never hesitate to get your men thinking with you. Dig into your catalogues.—R. T. Gebler, in Hardware Age.

Asked—Did Bob make any money on that chicken farm he bought?

Tellit—Did he! Why, he cut it up into building lots and sold the chicken coops for bungalows!





#### PRIZE-WINNING WINDOW

DURING the week of the Calgary Horticultural Society show the "Commercial Review" offered a silver cup for the best dressed window in Calgary any line of merchandise. This is a photograph of the prize-winning window, entered by the Comer Hardware Co., which contained a splendid selection of high-grade builders' hardware samples. The decorations, consisting of ferns, palms and sweet peas, though simple, gave a very effective setting for the merchandise displayed. Two fancy show cards announcing the date of the show added to the interest of the window.

Trimmed and designed by F. S. Young, window trimmer for the Comer Hardware Co.

## Putting the Punch Into Hardware Store Displays

*Interview with an enterprising clerk who has gone a long way towards learning how to put the punch into displays*

WRITTEN BY A STAFF EDITOR

**A** GOOD many hardware displays lack the necessary "punch" to put them into the attention-attracting and sales-producing class. How many displays we encounter that are just passable—perhaps not bad enough to bring forth any unfavorable comment, yet lacking the "something" that will impress. They are passed by unconcernedly like the ordinary things of life generally are. They do not enthuse or inspire to action. They do not produce results—at least not the maximum results. The truth, in short, is that they lack the "punch."

#### Clerk Takes Deep Interest in Display

While in a Canadian city not long ago, the writer came across a clerk who has gone a long way towards learning how to put the "punch" into displays. Back of his success in this direction is, no doubt, his deep interest in the work of arranging displays, from which he may see direct results coming. To Mr. Stover—we will call him by that name, because he rather opened his confidence to the writer as to his work and ambitions, and does not wish his name mentioned in our report of the interview—there is a deep satisfaction, as undoubtedly there is to every person, in turning out displays that attract attention and create sales. Therefore he has made quite a study of the producing of displays that will not only appeal to the eye, but which will sell goods.

#### Gives Study and Effort to Work.

No doubt, a good deal of Mr. Stover's success in this direction is due to the study and effort that he puts into the work, and the time he puts into planning and working out displays that will be above the ordinary. His employer gives him a good deal of a "free hand," and he is thus able to bring his full initiative into play. Just here, I would like to urge that dealers give clerks who look after display work more of a free hand than many are inclined to. A man does better work when he is not restricted too much. He then feels that he is responsible for this work, and is likely to put more thought and effort into it.

Mr. Stover's heart is in his work, and that is an essential in order to produce the best results. The enthusi-

asm with which he explained to the writer how he has worked out various displays showed his deep interest. Down in the basement he has a little workshop where he builds many fixtures of his own, and creates many fancy arrangements that add much to the appearance of displays. Here he stores away any trimmings that come to hand that will come in useful in arranging displays. The reader does not want to run away with the impression that he spends a good deal of time in this workshop of his, when he should be looking after sales, for he does not. Whenever he wants to arrange anything special he can do it there with the greatest rapidity, because he has things conveniently arranged.

As an incentive to the best display work, it is necessary that a person be fully convinced that it is valuable in making sales. That is probably the reason that some dealers' interest in display is only lukewarm—they have never followed its value close enough to be enthused into putting effort into it that would produce real big results. Mr. Stover is, however, convinced of the value of display in getting business, and particularly of the value of window display. This is because he sees such a large amount of business coming in as a result of the windows.

#### Instance of What Interior Display Will Do.

The proper kind of interior display is also of a great deal of value in creating sales, in his estimation. Of this, too, he has had much proof. He instanced a case of having on hand six dozen of a certain article that was not known, and which had not sold. It had been hidden away in an unimportant corner. He took it out and made a display on the main counter so that customers could see what the article was like. A price card—the regular price—was put on the display. Not only was this stock that had been sticking worked off, but a good trade was built up in the line. Thus is shown what can be done by proper display.

#### Many New Display Ideas Can be Worked Out.

"It is wonderful," stated Mr. Stover, "how many display ideas can be worked out if a person only gives



some thought and study to the work." He makes a policy of changing things around and of constantly injecting some new feature into displays. Fancy display fixtures are extensively used, which will be used in the window and afterwards in the store interior. Then it will be put away, and later on brought out and used again, with different goods or with some slight change.

#### Some Hints on Making Fancy Fixtures.

"These fancy display fixtures are easily constructed once one gets a little practice at making them," states Mr. Stover, "and it is wonderful the different ideas of arrangement that will suggest themselves when one gets interested in the work. I have many fixtures that

have been made by hand, and at an exceedingly low cost—sometimes practically nothing. Display stands do not always have to be finely finished. For instance, for a window pedestal, I frequently use a rough board nailed on top of a piece of wood. I will drape this with cloth, catching it in around the centre with a ribbon, and have a fine display stand. The same cloth and ribbon can be used a number of times."

Many little artistic display arrangements have been fixed about the store. Flowers, foliage and palms are made good use of to give an artistic touch to displays. Showcards are also made good use of. These are the things that assist materially in putting the "punch" of which I have spoken, into his displays.

## Attractive Store Windows Make for More Trade

*Passersby desire to linger—Window displays attract like scenes on stage — Make them produce desire to possess*

Buying centres are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying centre. The public want to be shown, and they will go any place where there is enough for them to see. If, in the neighborhood of your store, there are not several other interesting windows, it is all the more necessary for you to provide one yourself. You will find that gradually the quality of your neighbors' windows improves and thereby influences just so much more trade to come to that particular centre.

#### Window a Miniature Theatre.

A window is really a miniature theatre. There must be something about it which attracts the crowd, and something which holds its attention. Get a clear conception of what that quality is that interests the public and then work on various phases of it through your window, and people will continue to talk—favorably—about your store.

It is easy to prove the interest of the street audience, especially so by contrast. Consider the monotony of walking through a street with nothing whatever of

interest to look at. Consider a city street on Sunday when the curtains of the shop windows are all closely drawn, or take a wholesale district of any large city where the windows, if there are any, are filled with boxes instead of attractive displays. In such places that feeling of lively interest in things about you is absent. Your sole desire is to get through the street to your destination. But given, on the other hand, a series of especially prepared windows, you will find yourself loitering and looking and thoroughly enjoying the walk.

Not only that. You will find yourself in a receptive frame of mind. You will find an item in this window or that one which interests you and appeals to your desire for possession. It is just this feeling which your windows must arouse in the people you want for your customers.

#### The Cheapest Advertising.

Window display advertising is, from the standpoint of cost, the cheapest advertising you can do, because for a given amount of expenditure it is the most effective. However, don't expect your windows to be effective without any expenditure of money or effort. Don't hesitate to put a little money into window equip-



Suggestive setting for a window display of camping goods, a line that could be played up during fall shooting season. An appropriate setting, even though it be much simpler than the one shown here, is sure to add to the value of the window.

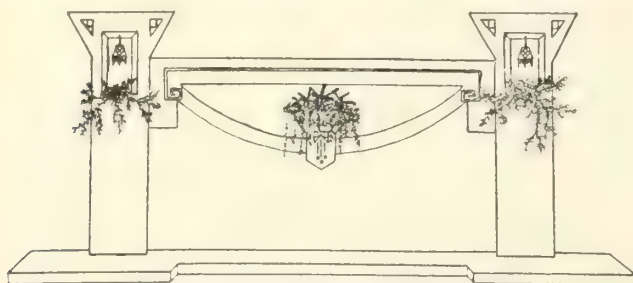


ment when necessary. Such things as boards, fixtures, paper, cloth, and lights must be provided, and the expense of a man to work with these things while the windows are being arranged. Charge these items up to your advertising, as it is all money well spent.

Remember, the first essential of a window display is to attract attention; then to interest, and finally to create a desire of ownership. This last, however, is least, since to a large extent your windows are expected only to attract attention and to interest, as many purchases are made months after a display, simply because the person saw such a thing on display and was interested in the display in your window, but the need or the desire to buy did not arise until the later date.

### Sales the Ultimate Purpose.

The ultimate purpose in every case is, of course, to sell, so your window must attract favorable attention by a distinctive drug display and aim toward a



A background for fanciful hardware display.

sale. You may not be following this policy, but one of the methods most successful in helping along the window sale is a good, plain price tag on every article in the window. Price tags add a touch of reality to the display. The spectator in looking at something of interest to him can correctly place it in his scale of relative values.

Take your own case when you are looking at a shoe display or at a men's furnishing store display. Aren't you always just as well satisfied to see a price tag on the collars and shirts exhibited, as to be left in the dark regarding their selling price? Doesn't the price tag sometimes lead you into the store when otherwise you would not go in?

Don't overcrowd a window, or, rather, don't crowd. One thing or one line at a time, with very frequent changes, is the best working plan.

### WINDOW IS THE "FACE" OF THE STORE

When a salesman comes into my office, I judge him first by his face. Is he clean? Is he shaved? Is he smiling or gloomy? Does he look trustworthy? Before I know who he is or what he sells, I have a definite impression of some sort about him.

Your show window is the "face" of your store—keep it clean and smiling. A dull, uninteresting face is never a good introduction either for a salesman or a store. As long as I have not entered your store, I can judge it only by what I see of its windows as I pass. If this fails to attract and interest me, only the force of urgent necessity will make me investigate further.

Compare the policies of the two stores that I have mentioned. One is the natural, handy, and convenient place for me to trade, yet I have never stepped inside its door or even paused to study its windows. It has lost my trade to a store over two miles away. How

many more possible customers is it losing each day by this policy of "It's-too-much-trouble-to-fix-up the windows, and-it-doesn't-pay-anyway"?

On the other hand, the store that does use its windows to attract trade, succeeds in securing customers from neighborhoods two miles away. If it does that, you can be sure that it does not feel much competition in its immediate neighborhood.

### Your Windows the Introduction

In closing, notice one thing: I have not even mentioned that window displays sell the goods on display. That is an additional feature that often makes them return big profits on a small investment. Wholly outside of this valuable feature, however, is the undeniable fact that live customers like live dealers—and the easiest way for myself and my friends to judge a store from the outside is by its windows.

Until we actually enter your store, we know you only through your window displays. Is yours a favorable introduction?

### SEASONABLE DISPLAYS

With the arrival of the fall season it is high time to take the refrigerators and the ice cream freezers out of the window and put in more timely lines. You are not going to sell many of these things between now and next June. Better put them to the rear and bring out something that is likely to be wanted.

Stoves are always good at this time of the year. Why not, as an exchange suggests, put a well-polished range in the window? Attach stove pipe to it and run the pipe out of sight at the top.

On the stove put a tea kettle, a coffee pot, a kettle and frying pan. Have the oven door next to the window open, and put a roasting pan in there.

Put a placard down in front reading, "This whole



Timely window display of Universal food choppers made by Harry Armstrong for H. H. Otton & Son, Barrie, Ont.

outfit \$00.00." Sell the stove and all the utensils together if you can. If desired, you can put a wash boiler, a stew pan, water bucket, griddle and all other common kitchen utensils in the window and make a price on the whole bunch.

Or the stove can be placed there entirely alone. If it is well polished and the background and floor of the window covered with light-colored cheesecloth, it will be very attractive.

You might about as well give the customer counterfeit money as to hand out counterfeit talk about your goods.



How some Canadian dealers are advertising their fall sporting goods.



nouncement regarding goods for indoor exercises. That the prevailing ads. at this time should deal with hunting outfits is quite natural. That is the big thing just now. But I would strongly urge that at least a little more attention be given to goods which are designed for indoor sports and exercises, emphasis always being laid upon their beneficial effect from the standpoint of health.

The outstanding feature of the advertisement of Thompson & Sutherland, Sydney, N.S., is its layout. To have used the illustration of the gun in an ordinary ad. of that size ( $2\frac{1}{8}$  by 8 inches) would not have produced a striking effect. By the exercise of a little ingenuity, however, this has been accomplished. Thompson & Sutherland are to be congratulated.

The ad. writer for C. T. Laird, Regina, has the happy knack of turning to advantage prominent events which are before the public. In this instance he is using the war as the occasion for drawing the attention of the public to the guns and hunters' supplies carried in stock. And he has done it well. The original was  $2\frac{1}{4}$  by  $5\frac{3}{4}$  inches.

The Fraser Hardware Co., Vancouver, have made good use of their  $2\frac{1}{8}$  by  $4\frac{7}{8}$  inch space. The ad. is well written and well displayed. It may well serve as a model to other dealers.

The advertisement of Marlatt & MacKenzie, Kamloops, is well balanced, and serves well its evident purpose, namely, to remind sportsmen that they are in a position to supply them with a wide range of guns and rifles. Its selling qualities would have been improved had it conveyed some idea as to prices. Original was  $4\frac{3}{8}$  by 5 inches.

The advertisement in the centre of the group is both interesting and unique. Peart Bros. Hardware Co. and the Moose Jaw Hardware Co. are, of course, one and the same concern. The advertisement was 18 by 9 ins., and it will be noticed that a portion of it was devoted to a recital of the game laws of Saskatchewan. For this latter feature many readers were no doubt grateful. They would look upon it as enterprise and that would go a long way toward Peart Bros. getting their business. It is worth giving up part of the space for the purpose of accomplishing such an end.

Macnab Bros., Orillia, have a simple, yet outstanding ad. It is not an ad. that would, perhaps, produce direct business. It is more in the nature of an announcement to the effect that those wanting guns and rifles will find them in stock at Macnab's. As a preliminary ad. it serves this purpose fairly well. The original was  $6\frac{5}{8}$  by  $7\frac{1}{4}$  inches.

R. Chestnut & Sons, Fredericton, realizing that tents are often necessary in order to complete a hunter's outfit in the fall as well as a camper's outfit in the summer, have done wisely in devoting their space to the advertising of this particular line. And they have done it in a way that would scarcely escape the attention of the readers of the paper in which the ad. appeared. If there is any suggestion I would make it is that the ad. would have been rather more effective had a little more information been conveyed, and particularly in regard to prices. The original was  $6\frac{1}{2}$  by  $6\frac{1}{4}$  inches.

Tisdall's, Limited, Vancouver, give a good talk on shotguns in their ad. There is a quiet persuasive air about the talk that rather excites one's confidence. It is just what a salesman should say who understood his business. No prices are mentioned, but the talk is so effective that it doubtless induced many persons to call at Tisdall's for the purpose of seeing how the firm

would fit them out with a good gun. That's salesmanship. The original was  $4\frac{3}{8}$  by  $4\frac{3}{4}$  inches.

The advertisement of the Chown Hardware, Limited, Edmonton, is another example of a good selling talk. It conveys interesting information regarding ammunition necessities, and for this reason would have the tendency of securing the attention and sympathy of sportsmen who go after big game, or who think of doing so for the first time. As far, however, as arresting the attention of readers is concerned, there is no doubt about the ability of the original to do this, for it was striking, and in size,  $6\frac{5}{8}$  by 5 inches.

Bell's, Halifax, have made good use of their  $2\frac{1}{8}$  by 6 inch space in reminding hunters that they have the facilities for equipping them. "Everything for the man who hits the trail," is a phrase likely to catch the man who is fond of hitting the trail.

The ad. of Ashdown's, Calgary, is the one I have already referred to for its announcement regarding goods for indoor exercises. It is an all round good ad. In the first place it convincingly emphasizes the value of daily exercise for both men and women and boys and girls, and then sets forth the prices at which various appliances for indoor exercises can be obtained. It is also well displayed, and as a model of an advertisement designed to sell goods, is one of the best in the group. The original was  $2\frac{1}{8}$  by 8 inches.

The advertisement of the Central Hardware Co., Regina, is a good example of how small space can be used to good advantage. The original, which was  $2\frac{1}{8}$  by  $4\frac{1}{2}$  inches, set forth in terse language without waste of words the fact that the firm were clearing out their stock of guns at reduced prices. When an ad. writer has discovered how to make his words fit well into the space he has at his disposal, he has learned an important lesson.

### SHORT HINTS ON ADVERTISING

Use plenty of descriptive matter. It arouses interest in the goods you desire to sell.

\* \* \*

Don't try to crowd too much into the space at your disposal. A crowded ad. doesn't appeal to the eye.

\* \* \*

Don't be too long-winded in your introduction, say something that will catch the eye and arouse interest, but make it short and to the point.

\* \* \*

Better to deal with a few lines and do it so as to induce sales than to mention many in a way that will not bring results.

\* \* \*

Quote prices in your ads., even if they are regular prices. The price is something the customer must know before buying.

THE advertiser who exaggerates appeals only to that part of the public which may be classed as easy marks, and this class is not big enough to keep the salespeople very busy. It's better to advertise an article as worth a dollar and sell it at that price than it is to claim it is worth two dollars and sell it for one. Even a sucker will quickly spot the store that exaggerates in its advertising.



## Collins' Course in Show Card Writing

22nd of a series of  
articles specially prepared  
for this journal.

A recent publication makes this pointed and significant statement:

"Merchants and manufacturers all over the country are coming to realize more than ever that the greatest advertising space in the world is the retail show window."

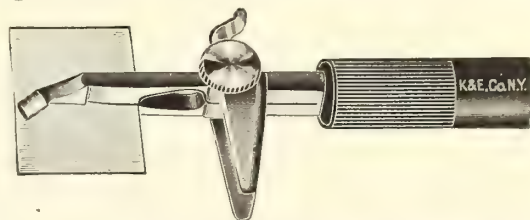
This view we have frequently emphasized and are pleased to note that others are emphasizing it also. There should be no doubt about the fact that show windows are the strongest selling force a retail merchant has outside of his sales people. If anyone doubts the trade-pulling qualities of show windows let him go to some large department store and see how the managers of the various departments clamor for window space. These hard-headed experienced business men know what brings customers to their departments. Also consider the great amount of money large stores spend on window decorating, which includes staff, fixtures, special lighting, scenic and background effects, etc. Would this expenditure be tolerated if it did not bring financial returns?

Merchants in the smaller towns and cities who recognize the above should bend every effort to make their

they should remember that it pays to give attention to the windows.

Every article in the window display should be price-ticketed. This is an important feature. When people see an article in the window they most naturally want to know its price, and very few will go inside to inquire.

Attractive window cards are strong selling factors. They do much in the way of describing the goods on display, and should the window be dressed with one price goods the one card will serve to tell the price



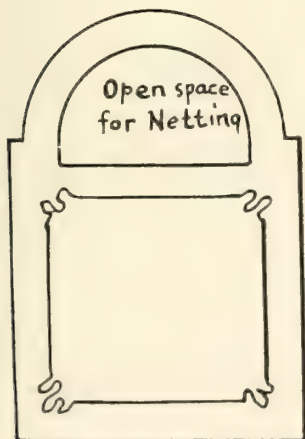
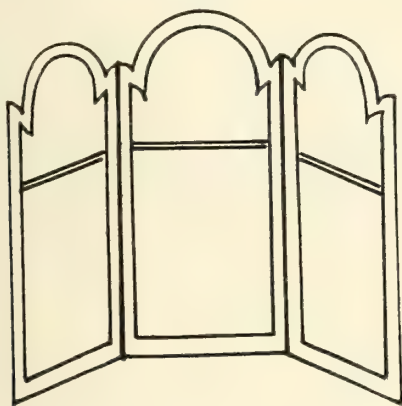
The Payzant Pen—showing how to clean between blades.



Pen taken apart for cleaning, showing accessibility of pen.



Exact sizes of strokes made with Payzant pen.



Examples of two novel window cards.

as well as describe the lines on display. Where various lines are shown then price tickets will be necessary.

We give an illustration of two styles of cards that can be made very attractive. One is the "Screen Card." This may be made any desired size, and various designs may be used for the tops of the leaves. This screen effect is simply three cards hinged together. The hinging is done by pasting a strip of cotton down the back at each joint. Care must be taken to leave it sufficiently loose to permit the two outside leaves to turn forward enough to allow the screen to stand upright. The three leaves may now be lettered in any desired way.

The other illustration is for one of the most unique effects in card writing. Unfortunately an illustration will not give a true idea of its construction. The outline drawing shown is merely to suggest how the cards are made. An opening is cut in the card, any attractive shape—oval, half-oval, round, half-round, square or diamond, over which fine black netting is stretched and pasted to the back. The meshes of the netting should be about one-sixteenth of an inch. On this netting may be pasted white or brilliant-colored letters cut out of cardboard. As the netting is invisible when the card is set up in the window, the effect is that the letters appear to be suspended unsupported in mid-

windows as attractive as possible. There is a tendency to laxness in this respect among many retailers, but



A B C D E F G H I J K  
 L M N O P Q R S T  
 U V W X Y Z 2 3 6

Example of good alphabet for use in color work

air. Not more than one or two words should be put on the netting; the balance of the matter may be written in the ordinary way on the lower part of the card. Cut-out pictures may be treated the same way and are unusually effective.

#### Illustrations of Payzant Pens.

We show a number of illustrations of the Payzant pen, which lack of space prevented our showing last month. These are all actual size of the pen in various conditions. The strokes show the actual width of lines made with the various sizes of the pens. One of the other illustrations shows the method of cleaning the pen, and the third one shows the pen taken apart, illustrating convenience for cleaning. For full description of these pens see article in last month's issue.

#### Alphabet

The alphabet shown this month is a rather fanciful design, but not difficult to execute. It is suitable for one or two important words on a card and shows well when done in bright colors and shaded.

#### W. WALKER & SON ENLARGE THEIR BUILDINGS

W. Walker & Son, 1228 Yonge St., Toronto, recently constructed the large new warehouse shown in the accompanying illustration, to carry their stock of building supplies. The original store is 16 x 70 ft., and the addition is 25 x 40 ft. This latter is a three-storey building with elevator and basement. It is of brick construction, cemented basement, steel girders covered

with concrete, and reinforced windows, making a fire-proof structure throughout.

The top flat of the new building is utilized as a tin-smith and galvanized iron department. The first and second floors are used for heavy shelf hardware, saws, all classes of builders' hardware, etc., while the basement is used for the storage of asbestos papers, varnish paint, white lead, and glass.

The ground floor is also used as a shipping room, there being an entrance to it beside the store. Underneath this is a storage room 9 x 70 ft., for the storage of sash weights, etc.

#### Complete Sample Room

On the top floor of the old building is a sample room 16 x 50 ft., in which are models of all locks, door checks, parlor door hangers, casement fasteners, grips, etc.

At the front of the building is a huge electric sign 13 ft. wide and 15 ft. high, T-shaped. On it are the words "W. Walker & Son, Hardware," and "House of well-made Hardware," the company's motto.

All oils are handled by a Bowser system of tanks and pumps. This system includes a gasoline storage tank and a delivery pump for street service.

A one-ton White truck is used for delivery within reasonable distance of the store and warehouse, while the travelers use Ford cars for calling on customers.

#### A BETTER AND BIGGER BUSINESS

(Continued from page 40)

fall wheat in Canada is 235,400 acres larger than in 1914, and the yield 33,957,800, compared with 20,837,000 bushels in 1914, an increase of nearly 63 per cent.

#### Get Ready for Better Business

That we are on the eve of a business boom no one conversant with the situation for one moment believes. But that we are on the eve of a period of better and bigger business there can be no doubt. And it looks like a time for the business men of the country to judiciously prepare for it.

#### SOME MAXIMS FOR THE CLERK.

Service is the big thing that the store has for sale.

No transaction is satisfactory unless it is profitable to both parties.

The customer is king immediately he puts his foot across the threshold.

Anyone can give goods away but it takes a salesman to sell goods at a profit.



New warehouse of W. Walker & Son, Toronto, wholesale hardware merchants, and specialists in Builders' Hardware.



# Why the Retailer Should Feature Nationally Advertised Lines

Written for Canadian Hardware Journal by W. C. SATTERLEE, of the Oneida Community, Ltd.

THESE is one valuable asset to the retailer, whether he is in the large city or the country town, whether he is located on "Main Street" or a side street, whether with thousands or hundreds of dollars' worth of stock—and that asset is "National Advertising." Many hardwaremen do link up with the manufacturers' advertising campaign—they write him for selling helps and ideas, they follow his advertising schedule, they feature his goods in their windows and local advertising. They are the stores you see every day moving from the side street to Main Street—and staying there!

In these days of strong, relentless competition the man who stays often knows the outcome was the survival "of the fittest"; he may be a better buyer than his immediate competitor; he may be more apt at training his clerks in the proper methods of merchandising, but, all other things equal, he has the better knowledge of advertising.

The word "advertising" in this sense does not mean that he must have a large sum of money to spend for space in the newspapers—rather that he take advantage of the millions of dollars spent annually in the magazines by the "National Advertisers," by featuring to the limit the nationally advertised lines of goods.

Take up any hardware journal, you can select any number of firms such as Remington Arms-Union Metallic Cartridge Co., Oneida Community, Ltd., Weed Chain Tire Grip Co., Gillette Razor Co., that are telling you their story and offering to co-operate with the retailer. True, you have all heard of the manufacturer who sends the retailer a lot of nondescript advertising matter that looks as though it might do for a fire sale, and we have all heard the retailer say he has so much advertising matter on hand he couldn't possibly use more.

A word on this subject. You will seldom or never receive anything from a national advertiser unfit to use. They spend royally for their publicity, but they spend just as judiciously, too. Their success has been built along the lines of quality and their whole policy revolves around that same axle.

Again, you have a stronger leverage on your trade with the nationally advertised line since the design, pattern, shape, etc., is always the last word in its class. The manufacturer would not dare offer anything else, for his publicity has already half sold the article to numbers of prospective customers, and the goods most certainly have to measure up to the advertising.

As an example of what the manufacturer is glad and willing to do for the retailer, let us look back to the advertising campaign of the Oneida Community, Limited, during the fall of 1913, advertising Community silver plate. A total of eleven national magazines was used, full-page copy predominating. During the months of September, October, November and December ten reprints of full-page advertisements were sent at intervals in advance of publication to over 10,000 retailers, for use in their windows. When these advertisements appeared in such magazines as the Saturday Evening Post, Ladies' Home Journal, Colliers, Woman's Home Companion, etc., the dealer who had the reprint prominently displayed most assuredly cashed in on it.

Probably one of the most successful features of the

fall was the Community silver plate window display of "Miss Fade-Away." This scheme centred around a lithographed figure of a girl kneeling before a real chest of silver plated ware with a background of black velvet. Every effort was made to give all possible beauty and attractiveness with a minimum of fuss and bother in putting it up. To link this up with the retail dealer electros for newspaper advertising were furnished, also reprints and hangers of the same subject, and a back cover advertisement was specially featured in the Saturday Evening Post. As an instance of the success of this undertaking, 10,000 displays were actually requested by the trade, and investigation showed practically all were used.

It would surely pay any dealer to select the nationally advertised lines in his store, write the manufacturers for selling helps, and then feature them in A1 style. It would be surprising how easily such lines would sell.

How much better it would be for the bank account to have four or five turnovers of stock instead of two or three, and with so little additional effort. There is another phase of the matter that the live retailer is beginning to recognize. It was not so long ago when the sales of all hardware lines to the womenfolks of the family would not reach 20 per cent., yet the woman does 75 to 85 per cent. of the buying for the home. As never before, she is learning to lean on those "trade papers of the home," the ladies' and general magazines; and it is in just those publications that the national advertiser takes his stand.

Women throughout the country read the ads., and in such cases as they see the article in the window or notice it featured in the dealer's local advertising of their favorite store, as well do you fail to realize how valuable an asset it is to the retailer, for the woman steps confidently into the store that she sees features nationally advertised lines.

To sum up, the retailer should feature nationally advertised lines for these reasons:

1. Because of the vast amount of high-class publicity that goes with them absolutely free.

2. Because, by a little extra effort and trouble the dealer can link up his windows and local advertising and secure added strength and prestige for his store.

3. Because nationally advertised lines sell with far less effort and afford quicker turnovers of stock for the money invested.

4. Because of the feeling of confidence his trade has when they know he features such goods.

5. Because it takes less of his own advertising efforts, and what he does goes farther than trying to push a line that is unknown.

6. Because nationally advertised goods have to be the best on the market in order to hold the place advertising gives them.

7. Because the newest designs, shapes or patterns are always found in such lines.

8. Because it is good business ethics to keep what the consumer wants, for if you don't your competitor certainly will, and if the consumer does not find a certain standard article in your store he is apt to buy many others as well off your competitor.





Paint window display made by The Bond Hardware Co., Guelph, suggesting a brighten-up campaign for the fall.

## Increasing the Sale of Paint in the Fall

*Farmers good paint prospects—Fall fairs help sales  
—Makers will co-operate—Some methods that help*

AT the very threshold of the fall season, demand for ready-mixed paint should now be increasing, and dealers ought to look to it and see that they are prepared to meet any demand. More than that, they should help on the demand by suggesting ways and means whereby more prepared paints could be used.

The public generally has come round to the view that ready-mixed lines are the right kind of paints to use—right because they are ready to use; can be matched satisfactorily; and right for the pocket. This last consideration is an important one during the present year when we have heard so much about low finances.

There are a number of other good, sound considerations in favor of ready-mixed paints, and the hardware clerk selling in this department should familiarize himself with his line and the needs of the people who come into the store. No doubt a number of people buying paint are doing their own painting this year; they have been buying paint and turning it over to a painter engaged to do the work in normal times, but this year it is different.

There are in every community a great many buildings that would be benefited by a coat or two of paint. It is an insurance on a building, preserving, as it does, the wood, and adding years to the life of the structure. Wouldn't it be well to get out that list of paint prospects and see how much paint they will need this fall?

### **Selling Paint to the Farmer**

Especially in the smaller centres, where business is chiefly done with the farmers, there ought to be an effort made to stir up trade. He is surely a good prospect for paint. He has the money to spend, and after garnering his crops he should have time enough on his hands to do that little bit of painting he has had in contemplation for the past few months. The present is none too early to go after that business, even though requirements are a little anticipated.

Now that farming has advanced to a science, and

the successful farmer must also be a business man, there is an important point for him to consider, and it is this: The farmer will house his buggies, wagons, binders, mowers, plows, rakes, and other implements; wouldn't it be well to suggest to him that a little paint will add 50 per cent. to the worth of his outfit, by not only improving their appearance, but by saving the machines from the inroads of dirt?

See, Mr. Dealer, if you have a line of paint suitable for painting farm implements, and go after the trade.

### **Fall Fairs a Good Introduction**

Various methods might be proposed to get more of this country business. We have the windows and advertising in the weekly local. We can put out a little personal letter, or, better still, we can get in personal touch with the farmer himself. We can also combine all these at this time, and take a small space at our country fair.

This latter is a method which has been tried before and found to be a good one. It will be found helpful to get into touch with the farmer and also with his wife. For besides paint uses about the farm, Mrs. Farmer would, no doubt, like to have some one or more rooms in her house painted during the slow days in the country.

Carter Bros., of Picton, Ont., are believers in this method of publicity; in fact, Mr. W. J. Carter says he can trace several direct sales due to his exhibit at the fall fair. His booth is a simple one and can be used year after year. The booth itself is coated with his line of prepared paints, and he has color cards for inspection and distribution to aid in making known his line.

### **Manufacturers Will Help**

Mr. Carter has the assistance of his manufacturer in embellishing his booth at the county fair, and in general all Canadian makers of paint state they will be glad to co-operate with the dealer in every way in making known and displaying their goods, knowing full well



that mutual good will and co-operation means mutual profits.

But manufacturers will not only help dealers at fair time, they will lend their travelers' help at all times, will send literature to interested parties, will give dealers' imprint circulars for distribution, and will supply window trims.

### The Timely Paint Window

This latter is an important adjunct to the sale of paint in both the country and town store, and the present is a good time for the dealer to become seized with the idea of impressing strongly on the public the desirability of painting up.

He could, with advantage to himself, bring forward the durable qualities of his paint; its preservative features; its saving in the long run to the user. And just now is a good time to drive home these points.

But education is necessary, and if the dealer has not the good points of his own lines at his finger tips how can he hope to impress the man he thinks should paint up? On this one point of education a maker of paints said a day or two ago to the writer: "It is not only the dealer, but also the clerk in charge of the paint department who needs constant education. It is too bad that the natural place for us to look for our salesmen (the paint department of the hardware store) can give us so few men acquainted with the merits of the use of paint. We are forced to go to other lines for our men who sell our paints on the road."

### After the Sale—Sending it Home

After getting the buyer's money in exchange for your paint there should be a desire on your part to give satisfaction by completing your end of the sale. And one of the important things about this is delivery. A person having bought something in the store wants the goods right away. See to it that the paint is sent as soon as possible. If a farmer, no doubt he will carry his paint home with him in his wagon, but if a townsman, he will expect to have it when you say it will be there. See to it that he is not disappointed.

And after the painting has been done add a little finishing touch by inquiring about the work and congratulating the user on the neatness of his job.

### AN ORDER WELL WORTH THE TRIP

An order which would have gladdened the heart of any salesman was that which was given to George Henderson, of Brandram-Henderson, Ltd., when he visited New Glasgow, N.S., some few days ago. It was from the Eastern Car Works Co., and in value amounted to more than \$35,000. Just how many carloads of paint such an immense sum of money would purchase no doubt depends on the character of the paint itself, but even the most expensive kind would involve a good many carloads; a good many thousand gallons. Mr. Henderson spent a day at New Glasgow and we think he did a good day's work. Thirty-five thousand dollars' worth of paint in one little day is a pretty good showing.

### WINDOW GLASS SHOULD SELL WELL IN FALL

In the fall, always a good time for window glass sales, dealers should see that users are made aware of the stock carried. It would be helpful, too, if customers are asked about their glass requirements. There are many buildings not sufficiently lighted, and the present is a splendid opportunity to lay plans to reap a harvest from glass sales. More sales; more profits.

### SENTENCE SERMON FOR CLERKS

Do not be loud.

Do not keep customers waiting.

Be more careful when making sales checks.

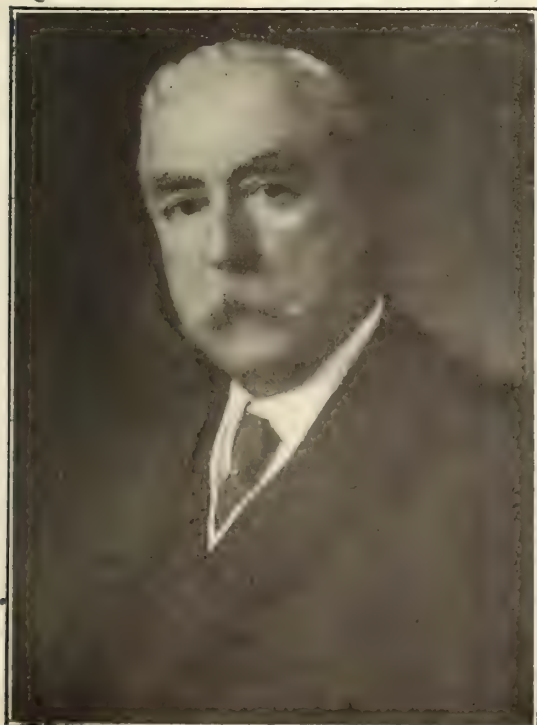
Keep in good health and be at work every day.

Be neat and clean in your personal appearance.

Keep your stock neat, orderly and attractive.

Be more agreeable and attentive to all customers.

Customers do not know what you have to sell until you show them.



The late  
J. R. HENDERSON,  
president of Brandram-Henderson, Ltd.,  
whose sudden death  
last month in Halifax  
cast a gloom over the  
trade.

GEORGE HENDERSON,  
who succeeds his  
father as president  
and general manager  
of the same company.







## Making the Paint Window Attractive

Display made by Miss C. Widdifield for McMillin & Costain, East Toronto.

**A** TTRACTIVENESS of arrangement in the window display is a great aid to the dealer in increasing his sales of paint lines. Customers to the store and passersby in the street are more impressed with the importance of the dealer's paint department if they see a well-arranged paint window.

The good window display means that the dealer is alive to the worth and importance of his paint business; it aids the salesman in making sales; it gives confidence to the customer in trading in such a store.

That women sometimes have that happy knack of giving the final touch that completes a window display is shown by the windows illustrated herewith. Miss Widdifield, who dressed these windows for McMillin & Costain, must have chosen for her subject "cause and effect," for in the foreground she gives us some samples of the "cause," in the paint cans set about, and in the background we get the "effect" on the cards, paper house and wall hangers setting off the display.

The window also brings out this point, that the use of manufacturers' helps aids the window dresser greatly in making his display. In fact, the dealer in the smallest town, without any ideas of his own regarding window display, can be helped greatly by using the advertising literature that comes to him from time to time from paint makers.

The use of these window trims and wall hangers puts a voice in the paint window, and a speaking window display puts a punch in the paint business.

Another thing about manufacturers' helps is that most of them are willing to lend the assistance of their salesmen and demonstrators when an unusual display is desired. A year ago one of the Canadian varnish companies made a round of the Ontario hardware stores, giving window demonstrations of a new varnish line. Appealing as it did to women (it was suitable specially for the home), a young lady explained the merits of the varnish and showed how easy it was to apply and use.

An old kitchen chair was one of the principal exhibits, one half varnished and the other half left undone. The young lady demonstrating in a hardware window drew the attention, and to further interest the women to enter the store a carnation for the button-hole was given to those who did come in to get added information about the product.

It struck the writer at the time that this was a good stroke for business. It helped advertise that particular varnish line, and it interested women to enter the store. That is about all we can expect from the window, the rest depends on the store salesmanship itself.

Make the window look ahead a bit; anticipate the seasons as they come round; give it a little more time and attention, and there is no question but that the window will justify the labor devoted to it.

### WINNING P. & L. VARNISH SALESMEN

The Pratt & Lambert prize salesmen, who won a trip to the Panama-Pacific Exposition, were tendered a banquet at San Francisco during their stay in that city. Among the prize winners were Daniel Day, who travels Eastern Canada, and A. H. Rohrer, who looks after Western Canada, in addition to the northwestern States. Pratt & Lambert, Ltd., will distribute cash bonuses to salesmen who reach their sales quota at the end of the year.

### PAINT NOTES

To help on the "paint up and clean up" campaign last spring three of the city banks of Utica, N.Y., advertised that they would advance funds to reputable property owners to have their premises painted. Here is a suggestion to Canadian dealers to co-operate with the banks in next year's campaign and have them help finance the community's interests.

The annual get-together meeting of the traveling salesmen representing the Carpenter-Morton Co., Boston, Mass., was held on August 10th and 11th, at the Boston City Club. Thirty-five salesmen, representing nearly every state in the Union, and Canada, were present. Addresses were made by George C. Morton, treasurer; M. Elton Vose, assistant treasurer, and H. K. Stroud, vice-president of the Bayer-Stroud Corp., advertising counselors of the Carpenter-Morton Co. Seventy-five years of successful business life have been completed by this firm, the result of pursuing a consistent and progressive policy, and of giving good values and good service, thus building up an increasing clientele of loyal customers.



# How to Make a Chimney Flashing

*Pattern and instructions by expert—Information of value to metal workers—Solution of difficulty*

By A. F. MUELLER

**F**IG. 1 is an isometric drawing of a chimney flashing for a brick chimney located on the ridge or comb of a shingle roof. This flashing can be put into place at the time the roof on a new building is being shingled, and the chimney built later, or when made in two pieces it can be put into place around a chimney already built. It is made of terne plate or galvanized iron and the shingles should be kept away from the flashing about an inch, as shown at V.

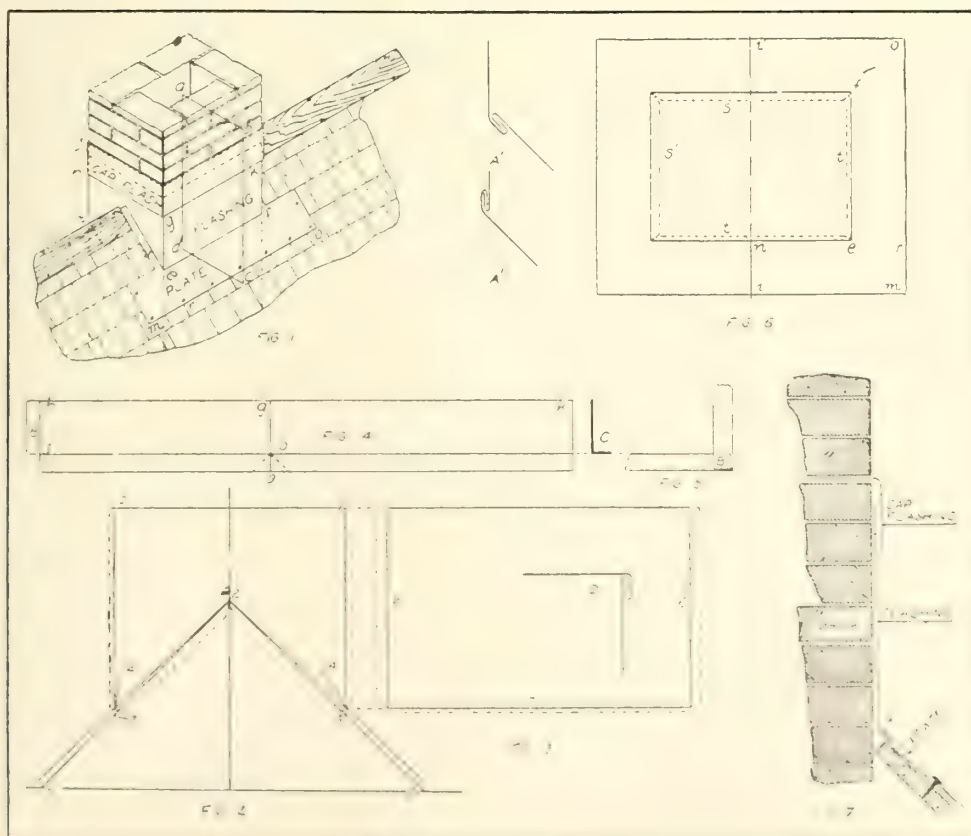
Fig. 2 shows the method used to lay out the pattern for the side or end that straddles the roof. Draw a horizontal line as 5'-5 and lay off the pitch of the roof 5'-2 and 5-2, drawing through 2 a perpendicular to 5'-5. Draw on each side of this line, parallel lines, a distance away equal to the half width of the end to represent the outlines, and the line p'-p to represent the top. As the butts of shingles are always thicker than the points and as the flange will in part rest on the shingles it is evident that the pitch will be therefore changed. At the intersection of the outlines and the pitch lines, as 3' and 3, set off at right angles a distance of three-eighths of an inch and from 2 draw lines through these points as 2-4' and 2-4 and these lines just drawn will then be the true pitch. At times the thickness 3-4 will be more or less than three-eighths of an inch, it depending on how the chimney is shingled and how far up, or near, the butts come at the line e-f. It is impossible to measure each case and it has been found in practice that three-eighths of an inch is a general average.

It depends on the size of the chimney and the size of the material to be used as to whether the seams are to be turned against the long or short sides, when the body is made in four pieces. At 1' and 1 are shown dotted lines that represent the seaming, single, allowances when the seam is turned on to the end, a section being shown at D. The dotted line on 2-4 is the seaming material when the seam between the body and plate is like section A'', and the dotted line on 2-4' the material added when the seam is like section A'.

Fig. 3 is the pattern for the side and here shown developed by projection. The allowances 6' and 6 are a little more than twice the allowances at 1' and 1, and 7 is the lower addition for a seam as at A''. The bodies are at times made in one or two pieces, which will save considerable labor.

Fig. 6 shows the method of laying out the pattern for the plate. The different points and distances are lettered the same as corresponding points and distances in Fig. 1, and there should be no trouble experienced in developing the pattern. t and t' are allowances when the seam is as section A', and s, s' when the seam is as section A''. Sometimes, under an impression that material is being saved, the part that is cut out of Fig. 6 is so cut that it forms parts of the sides and ends. Then it is necessary to fill in each corner and the ridge with pieces, six in all, and when all is said and done, this way requires as much material, more labor, and the result is a very-much-patched article.

Fig. 4 is the half pattern for the cap flashing and



Pattern for a chimney flashing.



the sides and ends are made about half of an inch longer than similar measurements on the body. The seams are always placed at the corners so that the angle part inserted in the chimney is in one piece and will stiffen the side or end. The seams may be double seams, or lapped and soldered seams. At 8 is material for the latter seam, and the other end of the pattern is cut on the net line. The angle 11, a section being shown at C, is cut on the line 9-10 and the dotted lines will match when the piece is bent on the line 10-g in the same manner as shown at B in Fig. 5.

At Fig. 7 is a vertical section on the cut a, b, c, d in Fig. 1. The flashing should be made some larger than the chimney and not reach up to the joint in which the cap flashing is inserted by several inches in order to give the chimney a chance to settle and not rest on the flashing. In new chimneys the mason puts the cap into place and walls it in as he builds the chimney. In work that is built, the sheet metal worker must put in the flashing and cap, often removing and replacing shingles, and then the flashing is made in two pieces when there is a brick chimney top which is larger than the chimney. The seams can be satisfactorily double seamed against the corners of the chimney and then the flashing can be dropped into place. The cap is made with one open corner and after the mortar has been sawn out of a joint, the cap is drawn around the chimney into place and the open corner lap soldered and also as much of the angle laps of the other corners as is possible. The job is then finished by pointing the joint in which the cap angle was placed.

All seams should be soldered where there might result a leak or where the seams would hold water and rust them out.—Hardware Age.

### SIMPLE METAL WORK CARD

Jas. N. McGregor, Oakville, Ont., has a very simple work card which seems to answer all purposes. Here it is:

<b>JAS. N. MCGREGOR</b>	
<b><u>TIME CARD</u></b>	
MECHANIC.....	HRS.....
HELPER .....	HRS .....
JOB .....	DATE .....
<b>MATERIALS</b>	
.....	
.....	
.....	
.....	

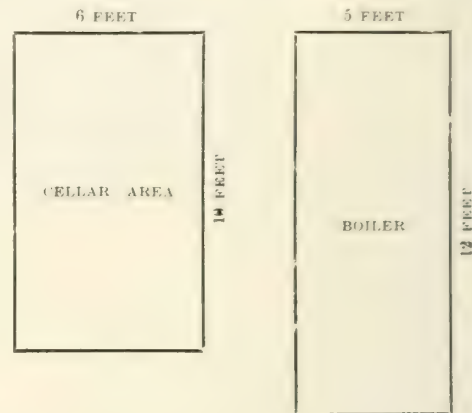
There is no elaborate table. He knows how much material is in stock, how much used, what the wages of mechanic and helper are: in fact knows what the job has cost him, and adds his profit proportionately.

At the end of the year, when taking stock, he knows at a glance what stock he should have on hand, how much the sheet metal department cost him, and all ordinary information, which is all a man wants anyway.

### HOW A BOILER MAN GOT ORDER

While hardwaremen generally are not directly interested in steam boilers, the following incident shows how a little foresight and hindthought will often land an order in competition even with big corporations:

One of the Y. W. C. A. homes in Toronto wanted a new heating equipment, and price was a big consideration in letting the contract. A heavy item was the boiler and the getting of it into the cellar of the building, as well as removing the old one. Nearly all the heating engineers in the city went after the contract, and all but one of them decided that the back wall would have to be broken and an opening made to get in the boiler, and they estimated accordingly, adding



from \$150 to \$200 for this work. The odd one noticed that the opening in the sidewalk on the side street, for taking in coal and putting out cinders, was set in a stone slab 6 x 10 feet, while the boiler was 5 x 12 feet. These may not be the exact figures, but they give the proportions. He talked the matter over with the drayman, and they concluded they could get the boiler in that way. Figuring on this, this man estimated he could cut out the \$150—and he got the contract.

The boiler was delivered, the stone raised, and, putting the tackle so that the firebox end went in first, the boiler was lowered into the hole. It was allowed to roll over on its side, and then taken into the cellar. The old one was taken out the same way. The boiler was delivered shortly after seven o'clock one morning and a little after six that evening the old boiler was being carted away, the stone set, and the scene, so far as outward appearances are concerned, left as it was the evening before.

"It was a tight fit," said the successful heating man to a representative of Canadian Hardware Journal, "but I believed it could be done." And it was, which goes to show that a little foresight added to a little hindthought will oftentimes land business in competition with bigger concerns.

### TO REFINER ZINC IN CANADA

Steps are likely to be taken to encourage zinc refining in Canada, and the members of the Dominion Cabinet recently conferred with the Shell Committee in regard to the supply of zinc for the manufacture of Canadian shells. Canada produces large quantities of zinc ores, but the refining is mostly done in United States plants. With the demand created by the manufacture of shells, the price of zinc rose rapidly. Canada will now need more and more of this metal as she engages more largely in the making of munitions.



# Automobile Accessories in the Hardware Store

*A symposium on the subject, in which is set forth the experiences and views of hardware dealers in the United States*

**T**HERE is at least one line of merchandise to which the hardware dealer is destined to give a great deal more attention to in the future than he has in the past. This particular line is automobile accessories.

The use of the automobile is no longer confined to the purpose of pleasure. It is becoming a necessary adjunct to both business and agriculture. As this necessity becomes more widely recognized the demand for accessories will naturally increase. And as the hardware store is the natural emporium for these supplies it follows that the dealer must, of necessity, give more attention to this branch of trade.

Hardware Age, of New York, recently published a number of letters from retail hardwaremen in the United States, bearing upon the subject of automobile accessories. And for the reason that the experiences of dealers in the United States will naturally interest dealers in Canada, the Hardware Journal takes the liberty of summarizing the opinions expressed by the writers of these letters.

## Profits of 20 to 50 Per Cent.

A dealer in Vermont believes that the hardware dealer who is not carrying automobile accessories "is passing up a good thing." "We started," he said, "with about \$300 in tires and tubes and about \$100 in accessories, and while we do not keep a record of our sales in these lines, we know we are doing a nice business in them, as we have had to re-order several times. We realize about 20 per cent. profit on the cost of the tires and tubes and about 50 per cent. on accessories. We also have a street pump for gasoline, and while we do not make much money on that we know that it helps to sell automobile supplies and oils and greases."

A Pennsylvania dealer is of opinion that while tires, tubes and accessories will eventually be carried exclusively by hardware stores, still at the present time it is almost impossible to do a "satisfactory business in tires and tubes because every small garage handles such goods, and people have been educated to buy for price rather than for quality." Proceeding, he says: "The accessory department is a paying proposition, and the only drawback to it is that a large stock of accessories must be carried in order to accommodate the thousand and one different articles demanded. The supposition that the accessory department can be maintained on an investment of less than \$1,000 will soon be dispelled by an examination of the daily orders. I would say that not more than two-thirds of the requests can be accommodated on a stock of less than \$1,000."

## Slow but Increasing

A dealer in a small town in New York State found business rather slow at first in wrenches, spark plugs, tire cement, patches, tires, etc., but lately he has been doing a nice business and anticipates an increasing demand

"We added an automobile accessory department two years ago and the results have been very gratifying indeed," says another Pennsylvania firm.

"We hesitated in adding this department for the reason that the garages in general were carrying a fair stock and we did not think that we had sufficient space in our store to add such a department.

"However, after giving it a trial, we found that this department does not require a large space and it is a line that mixes well with the general hardware line."

## Used His Windows

A Connecticut dealer who has been handling accessories, tires and tubes for a couple of years is well pleased with the result. "We devote," he says, "one of our five large windows to this line exclusively, and this has proved a very good attraction. As most of our customers include contractors and mechanics, 50 per cent. of them are automobile owners, and by displaying our line very prominently in the window, also inside the store, there are little things that are always brought to their attention that they must have. We specialize on spark plugs and a few other items which prove a great attraction to the Ford owners, although our trade reaches some of the best cars made." That there is much food for thought in this dealer's experience there can be no doubt. It always pays to keep merchandise in such a way that it will remind customers of their necessities.

## A List of Accessories

Another firm in a small town in New York State gives a list of the articles it carries in stock, and expresses the opinion that next year its business will double. The lines the firm carries are: Automobile jacks, shock absorbers, wrenches, nuts, washers, screws, stocks, taps and dies, horns, chamois, dusters, robes, batteries, vacuum bottles, spark plugs, brake lining, goggles, flashlights, spring clips, patches, cotter pins, bolts, drills, rubber hose, gasoline cans, pliers, carbon removers, screw drivers, top dressing, metal polish, top covering and sponges.

"If the dealer is careful in his buying, we believe he will find this a very satisfactory and profitable line," concludes this firm's letter.

A firm in Massachusetts, while not handling automobile accessories, sells a good many tools to automobile people, and believes "that the hardware store is the logical place for such goods."

While there are a great many dealers in the United States who do not handle accessories, tires and tubes, yet there is evident a decided growth in the interest which the trade is taking. Possibly the same remarks may apply to the trade in Canada.

Selling goods over and above actual demand is the thing that pleases the boss.

**A**merican dealers say that the hardware store is the logical place for the sale of automobile accessories, tires and tubes



## New Automobile Supplies Offered the Canadian Trade

A number of new features and additional supplies are being offered Canadian hardware dealers who are handling auto accessories in connection with their business. Some of these goods are noticed below.

### NEW KLAXON HAND HORN

The Lovell-McConnell Mfg. Co., Newark, N.J. announce a new hand signal called the Hand Klaxonet, which retails at \$5.50. The Hand Klaxonet is said to operate on an entirely novel principle. The plunger projects from the back rather than from the top. It operates at the slightest touch, and a slight movement produces a very loud note. Development work on the Hand

New Klaxonet manufactured by Lovell-McConnell Mfg. Co., Newark, N.J. It will be for sale by many Canadian dealers.

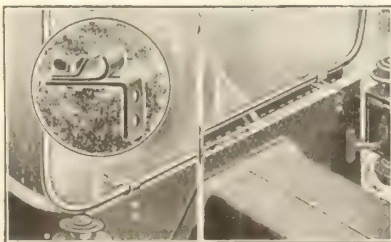


Klaxonet has been going forward for the past few months. It will be handled in Canada by the Northern Electric Co., John Millen & Son, Canadian Fairbanks-Morse and the Canada Cycle & Motor Co.

### FORD WINDSHIELD VENTILATOR

The Richards-Wileox Canadian Company, London, are placing on the market a windshield ventilator, designed to meet the demand for a moderate priced windshield ventilator for Ford cars. The object of the device is to throw the windshield back about two inches, thereby forcing a strong draft around the floor of the front compartment. The cut shows shield open and closed.

The ventilators hold the shield solid in either the open or the closed positions. Ventilators are adjustable, allowing windshield to be opened as much as desired up to two inches. The windshield cannot rattle after same is locked in position. The ventilators also



Windshield ventilator manufactured by the Richards-Wileox Canadian Company, London, Ontario.

hold the shield to the dash and prevent rain from beating in when closed.

It can be attached in fifteen minutes' time, as they fasten to the dash in place of the clips now holding the windshield.

They are made entirely of steel and finished in black enamel. A pair weighs  $\frac{7}{8}$  pound.

### NO-SLIP FAN BELTS FOR FORDS

Under the name of "No-Slip, No-Stretch," the Leather Tire Goods Co., Niagara Falls, N.Y., has added to its accessories a fan belt for Ford cars. The feature of the new belt is a combination of chrome leather and



No-slip fan belt for Ford cars, manufactured by the Leather Tire Goods Co., Niagara Falls, N.Y.

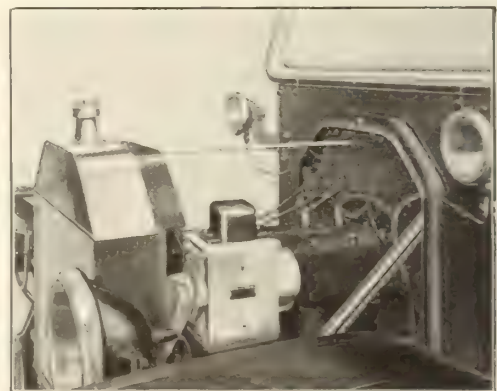
inelastic fabric, by which the stretching incident to some of the all-leather construction is eliminated and also the tendency to slippage sometimes encountered when the belt is constructed solely of fabric.

The new belt is made of a strong inelastic fabric with a ply of chrome leather sewed on the inside, where it comes in contact with the pulley. The whole belt is treated by a special process to make it waterproof, and give the leather a rubberlike finish to make it hold to the pulley without the use of belt dressing.

In the Ford size, it sells for 40 cents, while similar belts for other cars may be obtained at 20 cents per foot.

### NEW GRAY & DAVIS LIGHTING AND STARTING OUTFIT FOR FORD CARS

An electric lighting-starting system designed especially for installation in Ford cars has been developed and placed on the market by Gray & Davis, Inc., for whom the Universal Car Agency, Windsor, are agents. The details have been so worked out that the application of the outfit is a matter of but a few hours, and the



Gray & Davis lighting and starting outfit for Ford cars. Distributed by the Universal Car Agency, Windsor, Ont.

work can be done by any mechanic or by an owner who is handy with ordinary tools.

The parts supplied include the motor and generator, supporting brackets, driving chain and sprockets, fan support to replace the original Ford fan bracket, six-volt storage battery, special head and tail lamps, and all wiring, connections and such auxiliaries as switches, cut-out, etc.



The starting motor and the generator are separate units, as in other Gray & Davis systems, and are placed one above the other, the motor on top and the starting switch mounted on top of the motor casing. The switch is operated by a rod which passes through the dash board and terminates in a pedal. Drive from the motor



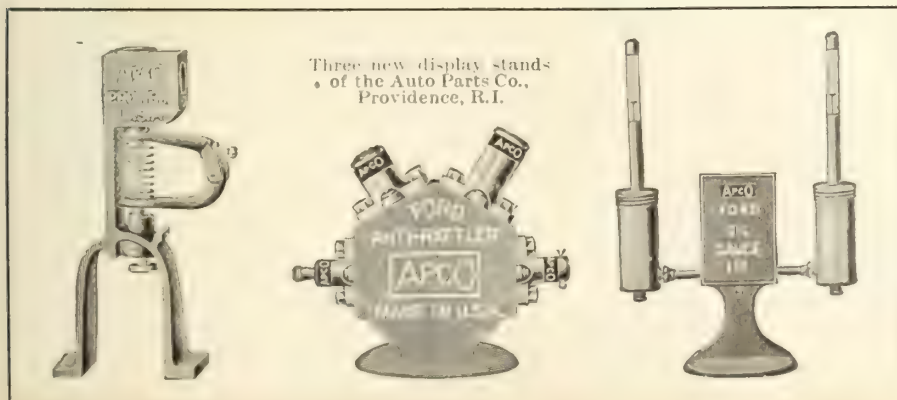
The Ford's new premises at Toronto, which have just been occupied by the Toronto branch staff.

to the engine when starting and from the engine to the dynamo when running is through silent chain, all driving being through the crankshaft.

The motor-generator combination is bolted to the engine, a special bracket that is furnished with the outfit facilitating the attachment. A casing at the forward end of the unit encloses and protects the gearing and clutch. A special sprocket with which the crank claw is integrally formed is mounted on the crankshaft for the starting drive. The regular cut-out is mounted above the starting motor and to the right.

A lighting switch placed conveniently on the dashboard controls the lamps. The storage battery is located where most convenient and requires only occasional attention under ordinary conditions; the chief requisite being that water be added once every two weeks to keep the level of the electrolyte above the tops of the plates in the cells.

All parts of the system, when installed in the car, are accessible and all are protected; none of the parts are outside. The makers state that the motor will turn the engine over easily in the coldest weather and that its action is unaffected by backfiring and pre-ignition.



Three new display stands of the Auto Parts Co., Providence, R.I.

### THREE NEW AUTO PARTS DISPLAY STANDS

Display or demonstrating stands are productive of increased sales, as they serve as constant reminders to customers and also add to the attractiveness of every dealer's store. Display stands demonstrate the practicability and application of the device, and sales producing results are effected by these silent salesmen. The Auto Parts Company, Providence, R.I., is offering free to the trade three demonstrating stands for displaying the Apco anti-rattlers, valve spring remover and dash oil gauge for the Ford car.

The valve spring remover is shown compressing a valve spring, and the stand includes the push rod, valve and guide. This stand is given free with an order for 25 removers.

The dash oil gauge stand includes two gauges and is given with an order for 12.

The anti-rattler stand shows four of these useful devices and comes with an order for 25. Orders must be given through the jobbers, as the Auto Parts Company does not sell direct.

### DEMOUNTABLE CLINCHER WHEELS FOR FORDS

The Superior Lamp Mfg. Co., of 136 W. 52nd St., New York City, has brought out a set of demountable clincher wood wheels for Ford cars.

The set consists of four best-growth hickory wheels, with demountable rims attached, including one spare rim, with wrench, bolts, and holes drilled, ready to attach. The wheels are furnished in either natural wood or black finish at the same price. 30 x 3 1/2 rims are furnished when no other size is specified, although

Demountable clincher wood wheels for Ford cars, manufactured by the Superior Lamp Mfg. Co., New York.



30x3 can be furnished if required. This same set of wheels is adaptable for use on Maxwell Model "25" cars, and it is necessary to specify when ordering. Sets are crated conveniently for sample orders and are listed at \$16.00.

The Superior Lamp Mfg. Co. is also marketing a regular clincher wheel for Ford cars (not demountable), for replacements, and which lists at \$3.00 each.

### SUPERIOR LAMP BRACKETS FOR FORDS

A new system of attaching the regular type of oil lamps to the 1915 Ford car has been brought out by the Superior Lamp Mfg. Co., of 136 West 52nd St., New York City, in the way of a set of malleable iron brackets, consisting of two side lamp brackets and one tail lamp bracket.

These brackets are especially designed and made to fit the projecting flange from the windshield, and are fastened on by means of a bolt and nut. The side lamp brackets are made up in rights and lefts, and take the ordinary flat lamp bracket prop holder.

Automobile supplies are profitable to handle. Get busy.



# Hints on Retail Bookkeeping and Financing

## CORRECT FIGURING IN BUSINESS

The correct foundations of a successful business, which to my mind is more necessary than capital, says a prominent credit man, are as follows:

1. An absolute knowledge of the cost of conducting your business, so that you will know every item of expense in connection with it and charge it correctly to each department.

2. The correct method of pricing your goods so that you can put a desired profit on your wares and be able to prove to your own satisfaction that it is correct.

3. To know that each article or department is giving you a profit or a reason for not making one, and that each article or department stands its proportionate rate of expense.

The following table may be handy to refer to, as it plainly illustrates the difference between profit on invoice and selling price:

5	per cent added to invoice (cost) is..	43/4	per cent.
7 1/2	"	7	"
10	"	9	"
12 1/2	"	11 1/8	"
15	"	13	"
16 2-3	"	14 1/4	"
17 1/2	"	15	"
20	"	16 2-3	"
25	"	20	"
30	"	23	"
33 1-3	"	25	"
35	"	26	"
37 1/2	"	27 1/4	"
40	"	28 1/2	"
45	"	31	"
50	"	33 1-3	"
60	"	37 1/2	"
65	"	39 1/2	"
66 2-3	"	40	"
100	"	50	"

## HOW ONE MAN FIGURED IT OUT

At one of the hardware conventions across the line recently a member in the question box discussions gave

as follows his experience on profits and the cost of doing business:

These questions were a problem to me until about two years ago, when I sat down and figured them out. I ascertained my total expenses, including a good salary for myself, my clerical force cost, and all my fixed and incidental expenses. This I did to arrive at my total expense of doing business. Next I figured up my stock, including the freight bills the same as merchandise bills. After I had obtained the selling expense and cost, I classified my stock. For example, I took my implement department, and ascertained the total purchases, and proceeded likewise in the stove and shelf hardware departments. This gave me the total purchases in these different departments for the year. The space occupied by these departments was next entered, and the cost apportioned to each, in the way of rental, etc. I then very carefully estimated the time taken by clerks to sell goods in the various departments. This estimate could not very well be accurate, but an approximation was made from watching and based on my own experience. For instance, suppose it takes from one to two minutes to sell a box of shells. Mention is made of these because there is so very little profit in them. I figured what the time was worth and added that overhead expense to the cost of shells. Then if I found that I was not selling them at a profit, or was losing money, I knew I had found a weak spot in the business. I then put them in smaller spaces and cut down that stock and carried only enough to supply the actual demand. If a man came in and called for shells I would sell same, but would not talk them up at all. In fact, we would get through with the sale as quickly as possible. But we would take some other line, on which a good profit was being made, and push that line and try to make the sale before the customer left the store.

If we had a line of goods on which a competitor was cutting price, we would cut ours down to a point where there was no profit in it left for him, and use it as a drawing card for more profitable business along other lines. If the line on which the competitor was cutting prices was one that I did not care anything about I would drop it entirely and let him have it.

TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE

COST TO DO BUSINESS	NET PER CENT PROFIT DESIRED																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50			
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35			
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34			
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33			
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32			
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31			
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30			
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29			
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28			
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27			
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26			
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25			

COURTESY OF COST EDUCATIONAL ASSOCIATION

## RULE

Divide the cost (invoice price with freight added) by the figure in the column of "net rate per cent. profit desired" on the line with per cent. it cost you to do business.

### Example:

If a wagon cost ..... \$60 00  
Freight ..... 1 20  
\$61 20

You desire to make a net profit of... 5 per cent.  
It costs you to do business..... 19 per cent.  
Take the figures in column 5 on line with 19, which is 76.

76 of 61.20 = \$88.52 the selling price

60.00  
400  
350  
10

The percentage of cost of doing business and profit are figured on selling price.



# The New and Improved 1915 Stove Lines

*A couple of novel designs—Cleanliness and sanitary features catered to—New ideas in construction—Economical features the strong point*

JUDGING by reports, the coming fall and winter should be a fairly active one for the selling of stoves; and certainly the manufacturers have been doing their part to give their dealers and the public an improved product. Below are some of the additions and improvements that Canadian factories have made to their stoves since last year:

**Kir-Ben, Ltd., Almonte, Ont.,** have in all their ranges practically a new line, and have confined themselves, more especially the past few months, to improve the



patterns they already have. They have just published their catalogue No. 5, devoted to their cast iron ranges.

Every one of these ranges is equipped with the Kir-Ben economic damper—the company's newest feature. This device gives control of the fire under all conditions. It checks the fire without cooling the range, and while checked the fire is burning practically no fuel. It prevents the escape of heat into the chimney, and is a combined shut-off damper and air check.

Located above the range, this economic damper confines all checking to the outside of the range, and the range will run under check for six or eight hours and still be hot. It means a fuel saving of from 15 to 35 per cent.

The damper is made of five heavy and durable castings, but has no springs, knobs, or other things to give trouble. It is easy to adjust and has a nicked handle, by which to operate it.

**Clare Bros. & Co., Ltd., Preston, Ont.,** have a number of new models this year, and some improvements to their older models. To describe these new Peninsular stoves and ranges a supplementary catalogue has just been issued.

The greatest innovation is to be seen in their lighter day high oven range, which is a radical departure from the style of range that has been built in past years, it being constructed from a woman's point of view, every feature being designed for the housekeeper's comfort and convenience. It has a high oven, so that baking can be done without stooping; has a glass door to watch cooking without opening door; tile or enamel

splash backs for easy cleaning; two inside covers for keeping odors from spreading through house; two warming closets of great capacity, and plenty of room underneath for sweeping and dusting. To these are added a beautiful design and finish, and an economy of fuel when in use. They are in coal and wood combinations and coal and gas.

The Monarch Peninsular is fitted out this year in a new dress of white enamel trimmings, making them easily cleaned and sanitary. In fact, all the best Peninsular lines this year have white enamel trimmings. The Climax Peninsular, Rival Peninsular, and Magnet Peninsular have this new dress.

A new heating line is the Tortoise heater, with duplex grates in plain and with urn tops.

**Bowes, Jamieson, Ltd., Hamilton, Ont.,** are just putting on the market a new stove, called the "Garland Belle." It is a handsome, medium-size range, and is specially intended for city and larger town trade. While of medium size, it has six 9-in. covers, whereas most stoves of this type have only four covers. It has a very large overhanging base, which gives it a much larger appearance than it really has. All nickel is removable, and there is a removable towel rail which is really very useful, as well as ornamental. Stove has duplex grates, a nice feature of which is that they can be removed through the side of the stove without disturbing the linings. Every stove is supplied with a reliable thermometer. Owing to its large appearance



and size, and the handsome lines and appearance of the stove, it is sure to fill the demand for a stove of that type, as the price is surprisingly low, considering the quality.

## TO MAKE THE STOVE DEPARTMENT PAY

Carry a good assortment.  
Advertise regularly and strongly.  
Display stoves to advantage.  
Let your salesmanship be practical.  
Give good service.  
Maintain the store's reputation.



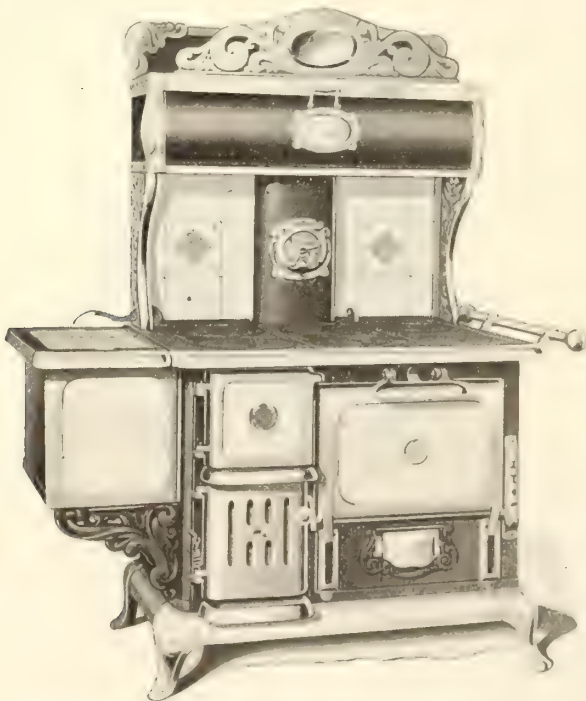
The Thos. Davidson Mfg. Co., Ltd., Montreal, have brought out two new ranges, a new heater, and made important improvements to their "Premier Royal" and "Premier Marathon" ranges. These latter two are the company's leaders, being high class in every particular.

The "Premier Royal" has a new heavy firebox and a new duplex grate of simple construction, a button only being necessary to turn to remove the whole grate from the stove. A large ashpan that catches all the ashes is another desirable feature. But it is possibly the flue construction that will appeal to most buyers. The heat from the fire passes twice around the oven and out behind the last hole on the stove before release, thus making all the top holes on the range equally suitable for use. One damper controls both the direct and indirect draft, and there is no hole down the range behind the oven to catch and accumulate the soot and dust. The flue space under the lids is large and high, so that when the stove is blacked it stays black, and there is no danger of the top buckling over the firepot.

The oven is of one heavy piece of cast iron; in fact, the whole range is extra heavy, weighing 750 pounds complete. The "Royal" is made in three sizes, with or without reservoir or high closet. The smoke pipe at back is covered with tile up to the Persian high closet, with mirror doors and large roomy space.

The "Premier Marathon" is a high-class modern steel range of fine finish and color, easily kept clean. This heavy steel is protected by sheets of asbestos. The range is well proportioned to give greatest economy in fuel and best results in baking. The linings are heavy and the firebox is both large and has a new style indestructible fireback. The oven is of heavy steel reinforced with heavy braces to prevent buckling and warping. The doors are also substantially built.

The front has a lift key plate for broiling and toast-



Clare Bros. & Co., Ltd., Monarch Peninsular Range, fitted out this year with new dress of white enamel trimmings.

ing, a simple ratchet lift doing the trick. A duplex draft helps regulate the fire evenly. Plain, smooth trimmings are used, easily removed, and easily cleaned.

Of the same class, but to sell at a lower price, is the

"Premier Leader," a new steel range for coal or wood, and the "Premier Chieftain" is a new low-priced cast range for all fuels. Both of these stoves are well suited for city use, where kitchen space is a consideration and price enters largely into a sale. They have all the important features of the higher grade stoves and the workmanship care is just as exacting.

The "Tiger" is a new hot blast heater of polished steel for all fuels. It is made to sell at a popular price, is a fuel saver, suitable for home, store, and office. The nickel trimmings are neat and attractive.

The Gurney Foundry Co., Ltd., Toronto, have made this year a number of improvements to their stoves and ranges, and in addition have brought out a few new lines. These are enumerated in their new 1915 Gurney-Oxford catalogue, No. 215, just published. Gurney stoves have been made for three-quarters of a century, and year by year they have been developing until the present high standard has been reached. The economizer, reversible and duplex grates, all steel unbreakable tops, rounded firebox, heavy Scotch fireclay linings, two-piece non-warping covers, and most modern flue system are among the features of the Gurney-Oxford ranges to-day.

There are the Gurney-Oxford Chancellor and Senior steel ranges for hard or soft coal, and wood, and the New Nugget and Golden Nugget, for three fuels. The Imperial Oxford "100 Series" cast ranges for coal and wood, and the Crown Prince cast iron range, New Rival wood cook and Don wood cook are other leading range lines. The Vulcan is a camp cook stove, and a single oven army range is the John Bull. Besides this latter is the Gurney-Oxford field service range for military camp use.

In baseburners the Art Laurel and the Fireside are leaders, and in oak heaters are the Monogram and Gurney-Oxford 132 Series. The Station Agent, New Globe, Tortoise, and Hazel are heaters of the Quebec variety. Then there are a number of specials for a variety of uses—box stoves, airtight wood heaters, tubular heaters, Rancher bachelor stoves, water heaters, laundry, and street car stoves.

Of the new heaters the Gurney-Oxford "Tortoise" Quebec heater, illustrated here, is an example. Only the best of materials enter into the construction of these stoves, the same as in the high grade ranges. The grates are an important feature, being of roller shaking design, gear-driven, triangular in shape, and certain in action. A large ashpan is also provided, and the stove, when supplied with grates, stands on cast legs, off the floor, to make provision for sweeping underneath. The trimmings are nickeled.



Batten Bros. have opened a hardware business at Thorold, Ont.

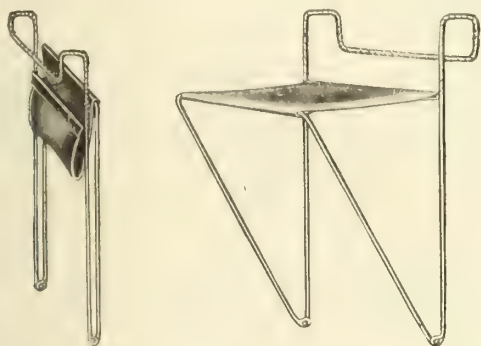


## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The McKinnon Dash Co. are offering a new auxiliary seat for Ford cars. This new seat rests on the door-sill and is held in place by hooking over the top of the door. The weight, however, does not come on the door. The passenger using it sits sideways in the car, the door acting as a back for the seat.

Its frame is made of round steel electrically welded, and is so designed that the door of the car cannot open when the seat is in place. It is finished in Japan with a padded art leather seat, the hook being wrapped with the same material, so as to overcome any possibility of



marring the door. The McKinnon people report that this new seat is taking wonderfully well with the trade. They call it their No. 90 seat, and have established a list price of \$1.50 each.

The Peck, Stow & Wilcox Co., Southington, Conn., have brought out a new brace, which combines all the advantages for which the carpenter and mechanic are looking, in the Pexto Samson with concealed ratchet.

The most important new feature about this brace is the concealed ratchet. Added to the already noted Samson, it has, so its makers feel, put this brace far in advance of anything in the brace line. The latest Samson, which is known as No. 8200 series, has a tight grip, instant release, ball-bearing head, and all parts encased and dust-proof. The big ball-bearing chuck fits the hand comfortably and makes it possible even for a mechanic with a weak wrist to get a powerful grip on any shaped drill shank, and release it easily.

One of the important features in this brace is the extra strong alligator jaw, which adapts itself instantly to any type of drill shank and grips it as powerfully as a vise. It will take any sized shank from one-eighth to one-half inch in diameter. The new Samson is made in six sizes, with sweeps from six to sixteen inches. It stands at the head of the very complete line manufactured by the Pexto Co., which has been making braces for nearly three-quarters of a century, they having put out the first carpenter's brace in this country about the middle of the last century. The Samson was the original "big chuck" or ball-bearing type of brace, which has become generally accepted by mechanics as the best form of construction.

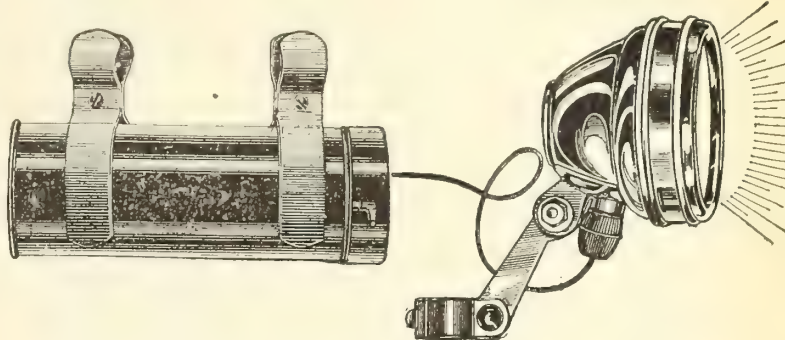
### BRISK STEEL BUSINESS IN NOVA SCOTIA

Over 3,000 men are said to be employed at the steel works in New Glasgow, and 4100 at the steel works in Sydney—in both instances a larger number than ever

before at one time. The mines of the Dominion Coal Co. are also very busy. These facts will have a very important influence on the situation in this province during the coming fall and winter.

### NEW BICYCLE OR MOTORCYCLE LAMP

The electric bicycle or motorcycle lamp has many advantages over the old-style carbide variety. A new electric lamp has been introduced by the Interstate Electric Novelty Co., Toronto. This lamp may be had



New electric bicycle or motorcycle lamp introduced by the Interstate Electric Novelty Co., Toronto.

equipped with a nitrogen battery, or can be supplied in a style to accommodate the regular 6-in. dry cell. The reflector is fastened to the front of the cycle and wires run down to the battery can fastened to the frame.

The lamp has bayonet connection, with a switch at the socket, which allows of the light being turned off or on at will, without having to disconnect the batteries.

### NEW ELECTRIC IRON

A new electric flat iron with the winning name of "Kitchener" and slogan "smooths the way on ironing day" has been put on the market by the Canadian General Electric Co. The "Kitchener" iron is fitted with the "economic" heating element and is guaranteed for five years from date of sale. It has a very attractive appearance and can be supplied with heel stand or double deck as required.

Among the points of superiority claimed for the "Kitchener" are the following: A more pointed iron, a cooler handle, a cooler plug with less plug trouble,



The "Kitchener" electric iron, manufactured by The Canadian General Electric Co. It can be supplied with heel stand or double deck, as required.

a more even temperature, greater economy in current consumption and, generally, a first-class iron to meet the requirements of the user.

Hugh McGillivray's branch hardware store, at Stoncy Beach, Sask., was burned recently.



## Double Membership by End of Year

Now that the summer holiday season is over, the contest for members for the Ontario Retail Hardware and Stove Dealers' Association is expected to get some swing again.

President Macpherson, in a letter to the editor of Canadian Hardware Journal, states that he has received a nice lot of applications, and he feels sure that the association membership will be doubled, if not more, by the end of the year.

Fred Ellis, who is looking after the Toronto-to-Barrie district, expects to call on every dealer in his district this fall. A. J. Wright, of Hamilton, hopes to line up the Niagara district, and the other captains also are laying plans for big things this fall.

These are the captains who are to select teams and the districts in which they will work:

(a) Central—Niagara Peninsula; captain, A. J. Wright, Hamilton; (b) Eastern—All Ontario east of Toronto; captain, A. Hawkins, Smiths Falls; (c) Northern—Toronto to Barrie, including Toronto city, York, Peel and Ontario counties; captain, Fred Ellis, A. Welch & Son, Toronto; (d) Western—All Ontario west of Brantford; captain, Reg. F. Scott, Guelph; (e) New Ontario, north of Barrie; captain, E. A. Whitten, Bracebridge.

The competition closes on January 15.

### ASSOCIATION TRADE PRICE LISTS A BOON

The price lists distributed last month by President Macpherson are spoken of in the highest terms by members. To a great many these lists fill a long felt want. They are a handy set of tables, giving at a glance the price information to the clerk at the moment he wants to know.

These lists should stimulate in some quarters more interest in the association among members of the trade.

### ADDED OFFICERS IN R. M. A.

E. M. Trowern, who has been secretary of both the Dominion and Ontario boards of the R. M. A., was, owing to increased duties, appointed to give his whole time to the Dominion Board, at the tenth annual convention of the R. M. A., at Montreal, recently. W. C. Miller, his assistant for the past year, was appointed Ontario secretary. J. L. S. Hutchinson, of Saskatoon, a prominent hardwareman in the West, was elected a vice-president of the Dominion Board.

### CHEERFULNESS AN ASSET

We frequently hear employers preaching the value of cheerfulness to their clerks, but from my observations I think a good many employers need a little sermon on the same subject themselves. Going into a store on a bright day and finding the boss looking like a fresh fruit merchant on a wet Saturday night is not going to induce a person to buy very much.

Cheer up, Mr. Merchant. Smile a little bit. You may have something to be downcast over, but I know a good many people worse off than you. I know a fellow who has been crippled with a broken back for years, and yet he always has a smile on his face. He says he's glad he isn't dead.

Don't go round as if you were carrying the responsibilities of the whole world on your shoulder. Pick out the rays of sunshine in the cloud and show you are glad to be living, by being cheerful.

## After the Shutters are Up

Mrs. Finnickle (entering kitchen with newspaper)—Norah, a celebrated doctor says that brooms are full of microbes, so hereafter you'll have to give your broom an antiseptic bath every day.

Norah—Sure Oi'll not! Next thing ye'll be asking me to give it massage thratements and hippydermic injections, an' ye may as well understand right now that Oi'm no thrained nurse!

\* \* \*

"Sure, Oi'll write me name on the back o' your note, guaranteein' ye'll pay ut," said Pat, smiling pleasantly as he indorsed Billup's note, "but Oi know doomed well ye won't pay ut. We'll have a laugh at th' ixpinse of the bank."

\* \* \*

"You are about recovered from that attack of nervous prostration," said the doctor at his final visit, "and if in the future I can possibly help you to ward off a repetition of it I shall do it!"

"Very well, then, doctor, don't send in your bill!"

\* \* \*

Proud Mother—Do you know, dear, I believe our baby will be a great singer, perhaps a famous tenor?

Tired Father—He strikes high C mighty often, if that is what you mean.

Proud Mother—Yes, the tones are so sweet and shrill. I hope he will be able to have his voice cultivated in Italy.

Tired Father—By Jove! Good idea! Send him now."

\* \* \*

A traveling man who stutters spent all afternoon in trying to sell a grouchy business man a bill of goods. And was not very successful.

As the salesman was looking up his grip the grouch was impolite enough to observe in the presence of his clerks: "You must find that impediment in your speech very inconvenient at times."

"Oh, n-no," replied the salesman. "Everyone has his p-peculiarity. S-stammering is mine. What's y-yours?"

"I'm not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your peculiarity. Most people use a teaspoon."

\* \* \*

But, say, Hardware, what are you looking so glum about?"

The hardwareman turned a sad face. "lost one of my best customers yesterday," he sighed.

"Too bad!" sympathized everybody. "Did he die?"

"No," said the hardwareman gloomily. "It was my fault. I told him I had a great line—remarkable—a line that would knock his eye out." The hardwareman stopped and blew his nose. There was a trace of tears in his eyes.

"And?" questioned the glass man. Everyone was respectfully silent.

"Oh!" sobbed the hardwareman, "too late I remembered that he had only one eye!"



## BUSINESS CHANGES

### Alberta

Spring Lake—The Kissel Hardware Co., commenced.  
Mirror—The Mirror Hardware Co. have moved to Spring Lake.

### Saskatchewan

Kisbey—J. G. Sullivan hardware and implements, sold hardware to Rollins Bros.  
Rosetown—L. F. Heartwell & Co., hardware, stock sold to C. Phillips, Kindersley.

### Manitoba

Virden—Lloyds, Ltd., hardware and produce, commenced.  
Roblin—A. Brydon & Co., hardware and shoes, succeeded by A. Button.

### Ontario

Mildmay—Hunstein & Dippel, hardware, sold to Leisner & Co.  
Toronto—M. J. Gorman, hardware, succeeded by Geo. W. Mahon.

### Quebec

Montreal—Bourget & Paquin, hardware, registered.  
Montreal—Clark G. Norman & Co., electrical supplies, registered.  
St. John's—J. F. Maynard & Cie, tinsmiths and plumbers, have been registered.

## Canadian Trade Notes

The Sussex Mfg. Co.'s plant, at Sussex, N.B., was damaged by fire recently.

A. Chatfield, president of The Chatfield Heating & Plumbing Co., Ltd., St. Catharines, Ont., is dead.

The British-Pennsylvania Oil Products Co., dealers in lubricating oils, has been registered at Montreal.

The factory of Hardware Specialties, Ltd., at Pembroke, Ont., was completely destroyed by fire recently.

The Windsor Mat Co., Ltd., Windsor, Ont., capital \$40,000, has been incorporated to take over the Ideal Mat Co., of the same place.

Auto Products Co., Ltd., Ottawa, is a new concern incorporated with a capital of \$250,000, to make and sell automobiles and parts.

The Canadian Hardware Co., Toronto, suffered a loss of \$1,500 through fire recently, and water damaged the stock of Canada Mantles & Tiles, Ltd., next door.

McCaskey Systems, Ltd., capitalized at \$500,000, has been incorporated, with head office at Toronto, to make and sell account registers, and parts and accessories.

Zinc Co., Ltd., Sherbrooke, Que., has received Dominion incorporation to operate zinc mines, smelters, and refineries. Capital, \$100,000. L. D. Adams, Oakland, Cal., and C. H. Maxey, Rutherford, N.J., are interested.

The Canadian Ventilator Co., Ltd., has been formed and incorporated with a capital of \$50,000, to take over the patents and business of S. J. Roche and partners, Ottawa, and make ventilators and similar articles.

R. A. Devine and Howard Murray are provisional directors.

The Quebec Munitions Co., Ltd., capitalized at \$50,000, has been incorporated with head office at Montreal. Howard Murray, C. N. Monsarrat and V. L. Smart are provisional directors.

## News From Western Canada

Frank Epp, hardware dealer, at Aberdeen, Sask., is dead.

J. G. Sullivan has sold his hardware store at Kisbey, Sask.

J. A. Wilson has closed out his hardware business at Wawota, Sask.

S. E. Buell has moved from 1146 Loesdale Ave. to down town quarters, at 110 First Street East, North Vancouver.

The B. C. Copper Co. are again operating their plant in full. Newman Erb, chairman of the board of directors, stated that the outlook for the company was good. He pointed out that there had been located, up to June 1, 7,000,000 tons of 1.7 per cent ore, and between 3,000,000 and 4,000,000 tons of 1.2 per cent ore.

W. C. Stearman, who for eleven and a half years has conducted a retail hardware business at 546 Granville St., Vancouver, has been forced to vacate his premises, owing to the building being taken over by the Merchants Bank, pending the erection of their new building on Granville Street. With the exception of the Hudson Bay Co.'s hardware department, Mr. Stearman is the oldest hardware retailer on Granville Street. Eleven and a half years ago the opposite side of the street was all bush. New quarters have been secured by Mr. Stearman, and he has moved his stock to 613 Granville Street.

### MARKET NOTES

The Canadian Car and Foundry Company, which early this year received a contract valued at \$83,000,000 from the Russian Government calling for a large quantity of shrapnel and high explosive shells, it became known recently, has had the original order raised to the sum of \$154,000,000.

It is also known that the Canadian Car and Foundry Company has applied for and received an extension of sixty days in the date of final delivery for the Russian shells, under the provisions of the first contract. The deliveries under the original order from the Russian Government were to be finished by next February. The extensions of time which have been granted place the time limit on the original contract at April of next year.

A British syndicate is said to be behind the Process Engineers, Ltd., Montreal, which is reopening the antimony mines at Lake George, N.B., which have been closed for some years.

Why not keep in touch with the architects and builders in your community, letting them know you have paint to sell?

Even if you saved 5 cents on the dollar by buying elsewhere, which is doubtful, you would lose 95 cents on the dollar to your town, which is certain; and if everybody saved the 5 cents and the town always lost the 95 you can see where we would all soon be financially.



## For the Man Behind the Counter

*A Department for  
the Clerk*

### Brotherly Talk to Hardware Clerks

*By One of Them*

THE man or woman who is in the employ of another man or woman must learn that the employer has a right to say what the employe shall do, and when he shall do it. This, as you might judge, is to be a little talk to employes by one of them. You may remember that before you entered upon your present employment the employer was getting along pretty well, and that should be some evidence of the fact that he will continue to get along all right after you are gone.

#### Don't Think You Are the Whole "Works"

Many employes, however, are unable to get this through their noodle. When they first land on a job they have a dread of being fired because they can't make good, and after they have been on the job three months they imagine they own the place and want to tie a can to the proprietor. They are firm in the belief that if they were to quit the job, get fired, or die, the whole works would be put out of commission. The writer had this exalted opinion of himself once upon a time. He finally got fired, and he walked around past the place every day expecting to find a "closed by the sheriff" sign on the door, but the sign didn't appear. The business kept right on growing. It was hard for a certain growing youth to believe that such a thing was possible, but there was the physical evidence right before his eyes. That probably did more than anything else to convince him that he wasn't the whole bag of tricks, and that there were others in the world who were pretty good workers.

#### Don't Underestimate the Boss

Too many employes imagine that they know more about the business than the boss, and they question his judgment every time he finds something for them to do. If they don't tell the boss himself that he is wrong they tell every other employe about the place what a grave mistake the old man is making in not asking their advice in all matters, regardless of how trivial or how important they may be. The man or woman who enters the employ of another will get along best who does as he or she is told to do and asks no questions. It will be well to remember that it is the boss who will lose if he is wrong and not the employe.

#### Clerk Must Learn to Obey

It often has been said, and truly, too, that no man can command who cannot first obey. One of the many great faults to be found with employes is that they have chosen a poor motto. This motto with many is "Ischi Beble" when in reality it should be "Ieh Dien"—I serve.

The employer has a right to expect obedience and loyalty from every man and woman in his employ. Not long ago a story was told of a young woman who secured a position as saleslady in a woman's ready-to-wear department. The store was located in a small city and the young woman knew almost everybody

there. The store was not as reliable as it should have been and instead of trying to sell goods this young woman spent her time telling everybody who came to her that the goods in the store were not worth the price asked and advised them to go somewhere else. Yet, when Saturday night came around, this young woman accepted her envelope and growled because it did not contain more. If this young woman was willing to accept pay she should have been willing to perform the duties for which she was paid. If she wanted to warn her friends that the goods were not as the store represented she should have done it on her own time, and not on that of the owner of the store.

#### Need of Loyalty and Vim

The man or woman who is carried on the payroll of any institution should consider himself as a part of the concern, and consider that the success of that concern means the success of everybody connected with it. When the place gets so distasteful to you that you can no longer be loyal to it, quit; don't growl about it—quit. Then, after you have quit, there will be no excuse to growl—you will be too busy hunting a new job. In order to be successful in any position an employe must have vim, nerve and vitality, instead of being void, verbose and virulent.

### USEFUL HINTS FOR THE CLERK.

*By The Boss.*

If you want to represent water or ice in a window display use a mirror.

\* \* \*

Tissue paper is an excellent material for polishing showcases and mirrors.

\* \* \*

If you are not a good showcard writer, why not use ordinary school slates for writing selling messages on?

\* \* \*

Don't say "That's all, isn't it?" to a customer. Say rather "Now, what else can I get for you Mr. Jones?"

\* \* \*

A special container at the end of the counter for waste paper will help a good deal in keeping the floor clean.

\* \* \*

When a label comes off a can, do not allow it to become lost. Stick it on again without delay with a little glue.

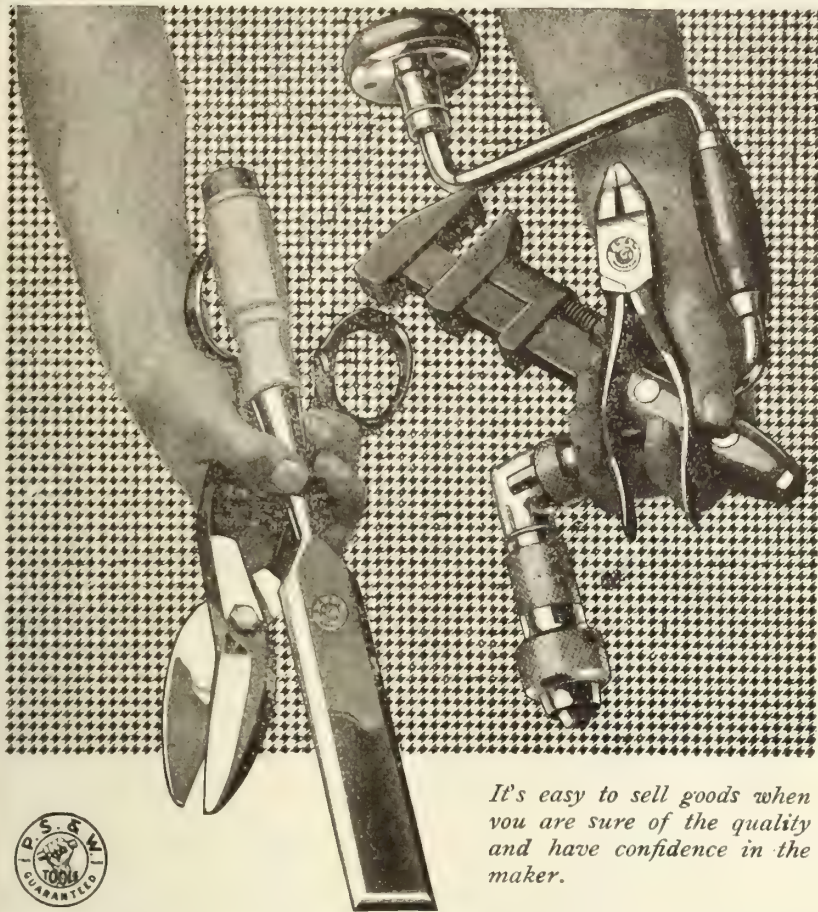
\* \* \* \*

Honest, sober and industrious employes are in demand, but those who are ideal have one other quality, and that is ambition.

\* \* \*

Don't be too dignified, even if you do hold a fairly good position. Those who are long on dignity are generally short on popularity.





*It's easy to sell goods when you are sure of the quality and have confidence in the maker.*

## We Offer You Our Best

Turned out in Pexto home shops by expert tool-makers. A guaranty of excellence and prompt service from a house with a century of achievement.

The Peck, Stow & Wilcox Co.

Mfrs. Mechanics' Hand Tools, Tinsmiths' and Sheet Metal Workers' Tools and Machines, Builders' and General Hardware.

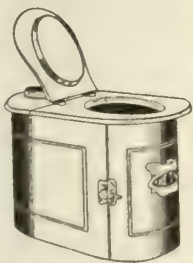
Southington, Conn.

Cleveland, Ohio



## TWEED Sanitary CLOSET

We want every Hardware Man, Implement Dealer and all our Agents to write us for Our New Tweed Closet Literature, Our New Prices—They will enable you to get big business this Fall in the closet line.



*Buy Tweed Chemical made by expert chemists. Poor chemical will kill the closet trade.*

The Steel Trough & Machine Co. Limited  
6 James Street, TWEED, Ont.

## DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods you sell. There's a bigger profit in "repeat sales" from a truly high class article than there is from any other kind. When you sell PAINT—Sell Moore's.

## MOORE'S PURE LINSEED OIL PAINTS

*The kind that keeps on selling*

*We ask dealers who are interested in getting and giving the best in the trade, to inquire from us.*

Benj. Moore & Co., Limited

THE SQUARE DEAL PEOPLE

Mfrs. of Paints and Varnishes  
West Toronto

## For Sale Wanted

### TERMS FOR INSERTION

25 Cents per line, one insertion  
Four lines once for \$1.00, three times for \$2.00.  
Cash must accompany the order  
No accounts booked.

MINIMUM 50 CENTS

WANTED to hear from the owner of a good hardware store for sale. State cash price, description. D. P. Bush, Minneapolis, Minn. 9/5/15

FOR SALE—Hardware and tinsmithing business at Quesnel, B.C. Stock about \$7,000, belonging to the estate of J. W. Howison, deceased. Railway expected there this year. Apply to R. B. Ellis, 318 Homer St., Vancouver, B.C.

For sale or exchange, hardware and implement business in Thamesville, established fourteen years; turnover \$25,000 per annum. Property, \$2,300. Stock, in nice prices. Reason for selling, going West. W. J. Weller, Thamesville, Ont.



## Comparison of Cost--Motor v. Horse

**W**HILE the respective merits of motor and horse delivery are still matters of debate among merchants, it is noticeable that each year more and more retailers are purchasing automobiles for delivery purposes.

To the dealer to whom the outcome of installing motor delivery is uncertain, the first cost seems a big item, and for another thing the average merchant is not as familiar with the expense of running an automobile as he is with that of horse delivery.

### Say Motor Does Work of Four Horses.

One retail firm that has been using motor delivery and are well pleased with it, is Wilson & Swayze, of Welland Ont. Welland is a town of some 5,500 population, in the Niagara district.

This firm has an International motor truck and two wagons to deliver goods. They also cart their own freight to and from the stations.

In regard to the merits of their motor truck, they make the statement "that when the roads are good the truck can deliver more goods than four delivery wagons. In fact, there is no comparison."

### Cuts Delivery Expenses.

They have kept tab on the cost of operation since putting the truck into operation in their business, and figure that from \$2.75 to \$3.00 per day covers all expenses in running the truck, including the wages of the driver, cost of gasoline and oil, and an allowance for wear and tear.

"Compare this with the expense of maintaining four delivery wagons with drivers, and it means the truck is a big item in the keeping down of delivery expenses," they point out.

In addition, they find that the motor delivery allows them to give much quicker service to customers, and is also an advertisement for the store.

### City Dealer Has Two Motors in Place of Five Horses.

A further comparison of cost between motor and horse delivery is given by a Toronto retail firm which has two motors, taking the place of five horses and wagons which they previously used. They figure that the cost of repairs, gasoline, etc., for each machine costs \$25 per month. They have their own garage. The same drivers manage the cars that formerly drove the wagons. The cars cost \$1,300 each.

### Comparison of Cost of Maintenance.

The cost of maintenance compares as follows:

Wagons, per week—	
Five drivers, at \$10 .....	\$50.00
Five horses' keep at \$3.50 .....	17.50
	<hr/>
	\$67.50
Automobiles, week—	
Two drivers, at \$10 .....	\$20.00
Repairs, gasoline, etc., two cars .....	12.00
	<hr/>
	\$32.00
Cost per year—	
Wagon delivery .....	\$3510
Auto delivery .....	1664
	<hr/>
Difference . . . . .	\$1846

## GERMANY'S PAINT TRADE AND THE WAR

An industry in which Germany must lose heavily through the war is that which is concerned with the production of painters' colors and materials. In 1912 Germany exported to all destinations painters' colors and materials to the value of about \$15,000,000. Britain was by far the best customer of Germany for these goods, the exports to the United Kingdom being 25 per cent. of the total. That market is now lost to Germany, and the loss is likely to be a permanent one, as British paint and color manufacturers are now successfully making almost all the materials which have hitherto been supplied from the Continent. The result will be that some \$2,000,000 a year, which has heretofore gone in wages to German workers, will now be paid to the British people.

## RUSSIAN COPPER PRODUCTION

The increasing production of copper in Russia in 1910, 1911 and 1912 rendered it probable, according to the report of the Russian Copper Syndicate Medj in 1912, that the country would become entirely independent of any external supplies in the course of the year 1915. This assumption was apparently based upon the fact that the output had reached, at 33,100 tons in 1912, the highest level ever attained, and that it would continue to expand. In 1913, however, the outturn declined to 32,800 tons, and the returns for 1914 indicate a further reduction to 31,900 tons. It appears that since October operations at one works of the Caucasian Copper Industry Company have been at a standstill, the resumption of work at one factory of the Siemens (Successors) Company has been prevented, and a restriction in the number of workmen at all the other works has prevailed. It is estimated by the syndicate that the production will reach 34,800 tons in the present year.

## NICE PRESENT FOR CANADIAN SOLDIERS

The Gurney Foundry Co., Ltd., Toronto, report the sale of about a hundred field kitchens for use with the Canadian contingent at the Front. The kitchens have the stove body balanced on the axle, and may be drawn by one or two horses. Each kitchen contains four steel cooking vessels of 15 gallons each. The firebox is in two parts, each with its own grate, and capable of burning wood, coal, or straw.

The grates and other parts of the equipment are of standard size, so that repairs if necessary may be had in England. The wheels and axles are also of the standard as used on English watercarts.

Suitable swinging supports are provided to hold the kitchen in a horizontal position, and the cooking vessels are interchangeable, so that if necessary they may be replaced with bake ovens. The total weight of a field kitchen is about 1,800 pounds and they cost about \$475.

The McClary Mfg. Co., Ltd., have also made a number of field kitchens for the Canadian contingents. They are splendidly suitable for presentation purposes.

Push collections when money is plentiful, because it is easier to get payment then. Push collections when money is scarce, because there is always danger of it getting scarcer. Push collections, because business success depends upon efficiency in that department. Push collections.



# RAMSAY'S PAINTS



THE  
RIGHT  
PAINT  
TO  
PAINT  
RIGHT

---

FOR SALE BY  
ALL LEADING DEALERS



# MARTIN-SENOUR PAINTS AND VARNISHES



## A Trade Mark Which Assures Quality and Service

Back of the name **Martin-Senour** and "the hand behind the brush" trade mark are found paint and varnish products as nearly perfect as human agency can devise.

To build a successful business on a basis of permanence and profit it is absolutely necessary to supply your customers with **Quality Goods**.

**The great essential**—Made-in-Canada goods to meet the approval of Canadian buyers must of necessity be **Quality goods**. The splendid quality of Martin-Senour Paints and Varnishes has long been recognized by Canadians.

Our Dealer-Agents vouch for it. Users positively know it. Time has surely proven it. We fully guarantee it.

**Value**—the best salesman—keeps our factories running full capacity.

The Martin-Senour exclusive agency is a valuable asset. Would you like to have the plan laid before you for consideration?



*The* **MARTIN-SENOUR** *Co.*

LIMITED

PRODUCERS OF PAINTS AND VARNISHES

CHICAGO

MONTREAL

WINNIPEG

HALIFAX

• LINCOLN •

TORONTO





# MARTIN-SENOUR PAINTS AND VARNISHES



## IT'S A SOURCE OF GREAT SATISFACTION

for a Dealer-Agent to positively know that every time he sells a can of 100% **Pure Paint**, he has provided his customer with 100% Efficiency. He knows his customer has bought satisfaction because 100% **Pure** means highest quality and lasting service.

It's also a source of great satisfaction for a Dealer-Agent to know that the story of 100% **Pure Quality and Service** is not only widely heralded, but it is **truthfully** told in such a way and through such numerous mediums as to make it the **easiest** and most **profitable** to sell.

Purity in Paint, Truth in Advertising, the winning combination.

*Get down a line for our proposition*



*The* **MARTIN-SENOUR** *Go.*

LIMITED

PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG  
HALIFAX • LINCOLN • TORONTO





# Does a Year's Business in Six Months



**H**ERE'S a letter from C. H. Pockrandt, a live wire in the paint business, that is full of information for any dealer who wants to realize bigger sales and profits in his Varnish Department. Mr. Pockrandt says his sales up to July 15th equaled those for the entire year of 1914, and tells you the reasons why he was able to make such a showing — the same reasons why it would be entirely possible for you to make such a showing also. Read his letter. Then write for complete Dealer's Proposition.

**Pratt & Lambert-Inc.**  
30 Courtwright St.  
Bridgeburg, Ont.

**The Pockrandt Paint & Supply Co.**  
PAINT  
**THE POCKRANDT CO.**  
PAINT, OIL, VARNISH AND PAINTERS SUPPLIES  
19 NORTH HOWARD STREET  
BATA FORD

AKRON OHIO July 15  
1915.

Messrs. Pratt & Lambert,  
Buffalo, N. Y.

Gentlemen:-

We take the liberty in writing you that we feel very proud of the fact that we succeeded in getting the Varnish business on the F. D. C. A. Building here, in competition with five other prominent Varnish houses, solely because all contractors figuring this work preferred to use Pratt & Lambert Varnishes than any other make.

The writer has had many years of experience in the retail paint and varnish business and has never handled a line of Varnishes of Paints that take as well with the painters and consumers as Pratt & Lambert's.

Our sales so far this year, have already equalled that of 1914. We attribute no small part of our increasing success with your Varnishes to your advertisement in newspapers, magazines, attractive store and window matter, newspaper electrodes and movie slides, and special campaigns to painters, architects and home builders. We consider Pratt & Lambert Varnishes a very valuable asset to our business.

Expecting to go on increasing our business on Pratt & Lambert Varnishes, as we have in the past, we remain,

Yours Very Truly,  
THE POCKRANDT PAINT & SUPPLY CO.,

CHP:JS

*C. H. Pockrandt* Mgr.

# Pratt & Lambert Varnish Proposition

## Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg



# Jamieson's Pure Prepared Paints



There are many kinds of paint—*Good, Medium* and *Bad*. Some cost high and are not worth it. Some are cheap and full of adulterants.

We don't claim that ours is the only good paint on the market, but we do guarantee it, and it sells at a moderate price.

Facts count more than all the talk in the world.

Give us the opportunity to place our proposition before you.

*It costs nothing to investigate. Write to-day*

**R. C. Jamieson & Company, Limited**

ESTABLISHED 1858

Owning and Operating P. D. DODS & CO., Limited

MONTREAL, CANADA





Front of cabinet, showing our handsome label

# Certainly!

You can guarantee your customers satisfactory results when using these Varnishes. Our Guarantee protects you.

*A POST CARD from you and we will gladly supply further information.*

WRITE TO-DAY

## Jas-per-ite Display Cabinet

Containing our three lines of Varnishes.

### JAS-PER-ITE

1. Exterior Finishing Varnish
2. Pale Hard Oil Finish
3. Floor Finish

Every can Guaranteed and full of quality.

**Ottawa Varnish Co**  
Limited

Toronto      Ottawa



A LEADER THAT LEADS  
**JAS-PER-ITE**

The  
Present-Future  
Varnishes

A CABINET ASSORTMENT

Exterior Finishing	Floor Finish	Pale Hard Oil Finish
2 1/2 Gallons	2 1/2 Gallons	2 1/2 Gallons
4 1/2 "	4 1/2 "	4 1/2 "
8 - Pints	8 - Pints	8 - Pints
8 - 1/2 "	8 - 1/2 "	8 - 1/2 "

5 GALLONS      5 GALLONS      5 GALLONS

TOTAL 16 GALLONS

OTTAWA VARNISH CO. Limited

Toronto Branch      153, Dufferin Street

This handsome Varnish Cabinet, Free with first order.





## WHEN EXPERTS AGREE

When the Architect—the Theory Man, and the Painter—the Practical Man unite in their recommendation of

# B-H. “ENGLISH” PAINT

the dealer and the houseowner can accept their decision as being final.

**THE ARCHITECT** recognizes the adequacy of our tested formula of —  
**70% Brandram's B.B. Genuine White Lead**  
*and*  
**30% Pure White Zinc.**

**THE PAINTER**, from experience, knows how well B-H. “ENGLISH” works under the brush, and how durable it has proved on buildings that he has painted.

## B-H. “ENGLISH” PAINT satisfies

The Architect, on account of its beauty.  
 The Painter, for its ease of working.

The Houseowner, because of its economy and durability.  
 and the Dealer, for its easy selling qualities.

*It Satisfies each one in a different way*

# BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



# The Question of Circulation

During year just ended, August 1914 to August 1915, the conditions existing in Canada have been most unfavorable for circulation work. The desire to economize has been general.

The average man, who would ordinarily pay a dollar without a thought for any paper that interested him, has only subscribed to such papers as he thought would be of real service to him.

During this time we have kept eight circulation men constantly on the road, and despite the conditions they have taken 217 new paid subscriptions to The Canadian Hardware Journal, while 29 cancellations have been recorded.

The number of sample copies sent out has been reduced so that today 3000 copies of each issue are sent out as compared with 3300 a year ago. Of this number 2413 are paid subscribers as compared with 2285 a year ago.

This circulation, remember, is practically all among retailers, so that the paper now reaches 70 per cent. of the retail hardware trade with paid subscriptions and 20 per cent. with sample copies.

In short The Canadian Hardware Journal has grown steadily, ever since its establishment, in paid circulation and in its influence on the trade, despite the competition of one of the best trade papers in Canada.

*The Canadian Hardware Journal Covers  
Canada from Coast to Coast*

## Canadian Hardware Journal

32 Colborne Street, Toronto



## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

A handy book that should be had by every Canadian hardware dealer is being distributed free of cost by The Renfrew Electric Mfg. Co., Limited, Renfrew, Ont. This book is of handy size, and in its fourteen pages contains much information that most contractors are unaware of. In concise form, it tells of the history of electricity, gives terms a dealer should know, information on how to figure costs, explains electrical troubles, tells of the evolution of electrically-heated appliances, and a whole lot of other data of interest to dealers and contractors.

The Sarnia Metal Products Co., Sarnia, Ont., have just published their first catalogue of "Sarnia Art Craft" embossed metal shingles. The catalogue describes in as simple a manner as possible the many advantages of these shingles. Among these are lightness in weight, durability, and permanency. The ornamentation and artistic features of their various styles offer a latitude of choice, and they are non-combustible. Besides being impervious to the elements, they suffer no evil effects from heat or cold, and they can be put on quickly, easily and cheaply by any ordinary workman. In brief, these are the qualities of "Sarnia Art Craft" metal shingles: Artistic, inexpensive, durable, fire-resistant, and good all the year round.

The Marble Arms & Mfg. Co., Gladstone, Mich., is distributing a series of attractive and sales-producing slides, for use in moving-picture theatres, free to dealers who ask for them. The "movie" advertising slide carries its message directly to the person you want to reach at a time when he is in a darkened room, with absolutely nothing else to attract his attention from your message. He has just finished looking at a motion picture, and the only possible thing on his mind is, "What will the next picture be?" He is in an unusually receptive mood. He sees your slide and gives it his entire, concentrated attention. Reads every word of it—studies the picture.

It is a rule of psychology that a thing is considered important in direct ratio to the amount or intensity of attention that the mind gives it. The mind gives the movie slide full and complete attention (there's nothing else to do). Therefore, the message that the slide conveys to the mind is considered extremely important and is remembered. The great success of the movie slide as an advertising medium proves this rule conclusively. Many sporting goods dealers are taking advantage of this phase of human nature to increase their business. These slides are carefully gotten up in colors and feature some of the best selling of Marble's 60 specialties for sportsmen. A set can be obtained free upon request to the Marble Company.

### MAKING MORE PLIER SALES IN LESS TIME.

How can we cut down the time spent in making sales? That's a question hardware dealers generally are asking in these days of increasing business efficiency.

One large manufacturing concern has provided an answer in respect to the sale of pliers by putting out an attractive display fixture, carrying on the front an

assortment of its best sellers, with prices, and on the back full information about them, classified to make it easy for the clerk to read. Not only are sales more quickly made than by having all the pliers stocked in drawers, but the displays make new business. When they are used in the window they attract the passerby; in the store they talk pliers to the man who just came in to buy a pound of nails.

The Peek, Stow & Wilcox Company, of Southington, Conn., which devised the fixture, say it is meeting with



much success, dealers finding it a real help. The display is of metal, 22 by 28 inches, and is in three colors. It is made to hang or stand. Twelve of the sixty styles of Pexto pliers are shown on it.

### EUREKA CLEANER WINS GRAND PRIZE

The Onward Mfg. Co., Berlin, Ont., with their "Eureka" electric vacuum cleaner, won the grand prize, the highest award obtainable, at the Panama-Pacific Exposition. The 1915 "Eureka" has been improved over the past season's machine, several new features making it more easy and convenient to use. The handle of the machine has been greatly improved with its switch button, natural curve, and cord hook; and other striking points have been added to the mechanism of the cleaner.

"Did you hear that Johnson has married his typist?"

"No. How are they getting on?"

"Oh, same as ever. When he starts to dictate she takes him down."



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

## ABRASIVE WHEELS

Taylor-Forbes Co., Guelph.

## ACCOUNT REGISTERS

Barr Register Co., Trenton.

Dominion Register Co., Toronto.

## ADVERTISING SIGNS—Metal

McClary Mfg. Co., London.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

## ADZES

Allan Hills Edge Tool Co., Galt.

## ALABASTINE

The Alabastine Co., Paris, Ont.

## ALUMINUM

Northern Aluminum Co., Toronto.

## ALUMINUM WARE

McClary Mfg. Co., London.

Northern Aluminum Co., Toronto.

Sheet Metal Products Co., Toronto.

Ware Mfg. Co., Oakville, Ont.

## AMMUNITION

Dominion Cartridge Co., Montreal.

Remington U.M.C. Co., Windsor.

Kynoch, Ltd., Birmingham, Eng.

## ANVILS

Taylor-Forbes Co., Guelph.

## ASH CANS

McFarlane-Douglas Co., Ottawa.

Thos. Davidson Mfg. Co., Montreal.

Fairgreive Metal & Stamping Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

J. Samuels, Toronto.

## ASH SIFTERS

Burrows Mfg. Co., Toronto.

Wm. Cane & Sons Co., Newmarket.

J. Samuels, Toronto, Ont.

Soren Bros., Toronto, Ont.

Fairgreive Mfg. & Stamping Co., Toronto.

Thomas Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

## AUGERS—Post Hole

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville, Ont.

## AUGER BITS

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Smith & Hemenway, New York.

## AUTO SHEET METAL PARTS

Burrows Mfg. Co., Toronto.

## AUTOMOBILE ACCESSORIES

Canadian Fairbanks-Morse Co.,  
Montreal.

Kuhne-Anderson Mfg. Co., Port  
Hope.

Kinsinger & Bruce Co., Niagara  
Falls.

McKinnon Dash Co., St. Catharines.

## AWLS—Sewing

C. A. Myer Co., Chicago, Ill.

## AWLS

Stanley Rule & Level Co., New  
Britain, Conn.

AXES—Safety Pocket and Belt

Marble Arms & Mfg. Co., Glad-  
stone, Mich.

## AXES

James Smart Mfg. Co., Brockville.

Welland Vale Mfg. Co., St. Cath-  
arines.

Allan Hills Edge Tool Co., Galt.

## AXE WEDGES

Taylor-Forbes Co., Guelph.

## AXLE PULLEYS

Taylor-Forbes Co., Guelph.

Springer Lock Mfg. Co., Belleville.

## BABBIT METAL

Canada Metal Co., Toronto.

## BAGS AND SACKS

Seythes & Co., Toronto.

## BAKE AND PASTRY BOARDS

Wm. Cane & Son, Newmarket.

Stratford Mfg. Co., Stratford.

Meakins & Sons, Ltd., Hamilton.

Taylor-Forbes Co., Guelph.

## BALE TIES

Laidlaw Bale-Tie Co., Hamilton.

Stanley Works, New Britain, Conn.

## BARRELS—Gasoline Storage

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

## BAEN DOOR HANGERS

Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,  
London.

Chicago Spring Butt Co., Chicago.

Metal Shingle & Siding Co., Pres-  
ton.

## BAES AND SHUTTERS

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BAEN EQUIPMENT

Beatty Bros., Fergus, Ont.

Steel Trough & Machine Co.,  
Tweed.

## BASKETS—Clothes

Meakins & Sons, Hamilton.

## BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.

Kinsinger & Bruce, Niagara Falls.

Canada Metal Co., Toronto.

Landers, Frary & Clark, New Brit-  
tain, Conn.

James Morrison Brass Mfg. Co.,  
Toronto.

BELLS—Ship-gong Bells and Pulls

James Morrison Brass Mfg. Co.,  
Toronto.

## BELLS—Door

Springer Lock Mfg. Co., Belleville.

## BELLS—Farm

Taylor-Forbes Co., Guelph.

Exeter Mfg. Co., Exeter.

## BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

## BELTING—Rubber

Gutta Percha & Rubber Ltd., To-  
ronto.

## BELTING—Leather

Sadler & Haworth, Montreal.

## BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

## BITS

McKinnon Dash Co., St. Catharines.

BLOCKS—Chain Hoisting

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BOAT TRIMMINGS

McKinnon Dash Co., St. Catharines.

## BOILERS—Kitchen Range

Canada Metal Co., Toronto.

James Morrison Brass Mfg. Co.,  
Toronto.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## BOILERS AND RADIATORS

Bowes, Jamieson, Ltd., Hamilton.

Clare Bros. & Co., Preston.

Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co., Ham-  
ilton.

Pease Foundry Co., Toronto.

Taylor-Forbes Co., Guelph.

## BOLTS—Door and Window

Bommer Brothers, New York.

Canadian Yale & Towne, Ltd., St.  
Catharines.

Stanley Works, New Britain, Conn.

## BOLTS AND NUTS

Stanley Works, New Britain, Conn.

Steel Co. of Canada, Ltd., Hamil-  
ton.

BOX HINGES AND STRAPPING

Stanley Works, New Britain,  
Conn.

## BOX OPENERS

Charles Morrill, New York, N.Y.

## BRACES AND BITS

E. C. Atkins & Co., Indianapolis.

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
Britain, Conn.

North Bros. Mfg. Co., Philadelphia.

## BRACKETS—Shelf

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

## BRASS GOODS

Canada Metal Co., Toronto.

Jas. Morrison Brass Mfg. Co., To-  
ronto.

Kinsinger, Bruce & Co., Niagara  
Falls.

## BREAST DRILLS

North Bros., Philadelphia.

Stanley Rule & Level Co., New  
Britain, Conn.

## BRICK AND TILE BLOCK

MACHINES

Exeter Mfg. Co., Exeter.

## BRUSHES

Boeckh Bros. Co., Toronto.

Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.

Sanderson Percy & Co., Toronto.

## BUCKLES

McKinnon Dash Co., St. Catharines.

Stanley Works, New Britain, Conn.

## BURLAPS

Seythes & Co., Toronto.

Dominion Oil Cloth Co., Montreal.

## BUILDERS' HARDWARE

Stanley Works, New Britain, Conn.

James Smart Mfg. Co., Brockville.

Cowan & Britton, Ltd., Gananoque.

Hamilton Stove & Heater Co.,  
Hamilton.

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Clevel-  
and, Ohio.

Bommer Brothers, New York.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St.  
Catharines.

Chicago Spring Butt Co., Chicago.

Springer Lock Mfg. Co., Belleville.

## BURNERS

Ontario Lantern & Lamp Co., Ham-  
ilton.

James Morrison Brass Mfg. Co.,  
Toronto.

## BUTCHER KNIVES

Arch. McFarlane, Montreal.

Taylor-Forbes Co., Guelph.

## BUTTS—Spring

Bommer Bros., Brooklyn, N.Y.

Stanley Works, New Britain, Conn.

Chicago Spring Butt Co., Chicago.

Taylor-Forbes Co., Guelph.

## BUTTS AND HINGES

Stanley Works, New Britain, Conn.

Chicago Spring Butt Co., Chicago.

Cowan & Britton, Ltd., Gananoque.

Taylor-Forbes Co., Guelph.

## CAMP STOOLS AND CHAIRS

Stratford Mfg. Co., Stratford.

McKinnon Dash Co., St. Catharines.

Otterville Mfg. Co., Otterville.

## CAMP STOVES

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

James Stewart Mfg. Co., Wood-  
stock.

## CANS—Milk

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## CANT HOOKS

Lachute Shuttle Co., Lachute Mills,  
Que.

Allan Hills Edge Tool Co., Galt.

## CARBON LAMPS

Canadian Sunbeam Electric Co.,  
Toronto.

Canadian Tungsten Lamp Co.,  
Hamilton.

## CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

## CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chi-  
cago.

## CARTRIDGES—Metallic

Remington Arms—Union Metallic

Cartridge Co., Windsor.

Dominion Cartridge Co., Montreal.

## CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd.,  
St. Catharines.

Springer Lock Mfg. Co., Belleville.

## CASTERS—Stove and Range

Chicago Hardware Foundry Co.,  
Chicago, Ill.

Moffat Stove Co., Weston.

## CATTLE LEADERS

Taylor-Forbes Co., Guelph.

## CHAIN BOLTS

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

## CHAIR LADDERS

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

## CHAIN

Anti-skid, Coil, Cow-tie, Halter,  
Trace, Hammock, Logging

McKinnon Chain Co., Buffalo, N.Y.

## CHAIN—Brass & Copper

James Morrison Brass Mfg. Co.,  
Toronto.

## CHAINS—Steel

Steel Co. of Canada, Hamilton.

B. Greening Wire Co., Hamilton.

## CHALK

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

## CHIMNEY TOPS

Gurney Foundry Co., Toronto.

## CHISELS—Wood



### CROSS-CUT SAWING CONTEST

The world's cross-cut sawing record was broken at a contest held during the Shriners' convention, in Seattle, Wash., this summer. This contest was a part of the athletic carnival, which took place at that time, and was the greatest cross-cut sawing contest ever held on the Pacific Coast.

There was a good list of entries, and hard fir logs averaging 41 inches in diameter were selected on which the contestants might try their skill. Charles A. Newton, a student at the University of Washington, and an all-around athlete, won the first place and a purse of \$75 in gold, by making his cut in the extraordinary

some window trims are possible with the material, and it is generally believed that the contest will bring out the best arts of hardware window trimmers throughout the United States and Canada.

The following have been appointed to judge the windows: Major P. F. O'Keefe, president P. F. O'Keefe Advertising Agency, and ex-president Pilgrim Publicity Association, Boston, Mass.; Willard C. Warren, president Housefurnishing Review Co., New York City, and Herbert Flansburgh, Herbert Flansburgh Advertising Service, Bridgeport, Conn.

In addition to this contest Landers, Frary & Clark will advertise universal choppers in the October issues



The winners and the saws they used in the cross-cut sawing contest.

time of 8 minutes 10 3-5 seconds. C. H. Maynard, a foreman in a large logging camp in Washington, was a close second, making his cut in 8 minutes 34 3-5 seconds, and winning a purse of \$25 in gold. The judges and timekeepers for the contest were four of the most prominent loggers on the Pacific Coast. Both of the winners used 7½-foot Simonds crescent ground cross-cut saws, and freely attribute a great part of their success to the fact that they did use these easy-running, fast-cutting saws.

### UNIVERSAL WINDOW DRESSING CONTEST

Landers, Frary & Clark, New Britain, Conn., are planning a special sales campaign on their universal food choppers for the month of October. Probably the most interesting feature of this campaign is the announcement of cash prizes of \$25, \$15, and \$10 for the three best window displays of universal choppers made during the month. This contest is open to all dealers carrying universal choppers, the only condition being that in each window shall appear the set of seven cards which Landers, Frary & Clark furnish free. These cards are of the new poster design in bold colors and show various uses of the universal choppers. A centerpiece showing a large chopper and featuring the name "Universal" focuses attention on the window and particularly on the article for sale. A quantity of cook books complete the trim. Any number of hand-

of the leading household publications, thus tying up the window with their national advertising and broadening the scope of the entire campaign.

### ADDITION TO HARTFORD SCREW WORKS

Large and imposing additions to the mammoth plant of the Hartford Machine Screw Co. are rapidly nearing completion at Hartford, Conn. In May several old buildings, including the offices, were torn down to make room for two spacious new buildings, one a handsome six-storey structure, 206 by 46 feet, and the other a large two-storey building with a convenient railroad siding, which improves shipping facilities considerably. These two new buildings will give a total increase in floor space of about 80,000 square feet.

In addition to housing the new general offices of the company, designs for furnishing of which contemplate the most modern and approved equipment and efficiency devices, the new buildings will afford space for extensive additions to the manufacturing facilities of the plant. Machinery and equipment of the latest type is being installed as rapidly as possible, permitting greatly increased production of their "Master" spark plugs and "Master" garage tire pumps. It is expected that the new buildings will be completely occupied and running to full capacity by the first of September.



**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.  
The Pedlar People, Oshawa.  
**CURRY COMBS**  
Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamil-  
ton.

**CURTAIN STRETCHERS**  
Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

**CUTLERY**  
Arch. McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Oneida Community, Ltd., Niagara  
Falls, Ont.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

**Sanderson Pearey & Co., Toronto.**  
**CUT SOLES**  
Beardmore & Co., Toronto.

**DAMPERS**  
Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Konk, Ltd., Toronto.

**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Day-  
ton, Ohio.

**DISINFECTANTS**  
Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co.,  
Berlin.

**Cameron & Campbell, Toronto.**  
**DISPLAY RACKS**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

**DIES**  
Armstrong Mfg. Co., Bridgeport,  
Conn.

**DOOR CHECKS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.

**DOOR HANGERS**—Parlor  
Canada Steel Goods Co., Hamil-  
ton.

**Taylor-Forbes Co., Guelph.**  
**Richards-Wilcox Canadian Co.,**  
London.

**DOOR MATS**—Cocoa Fibre  
Meakins & Sons, Hamilton.

**DOOR MATS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**DOOR MATS**—Wire  
Kuhne & Anderson, Port Hope.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**Barton Netting Co., Windsor.**  
**DOORS AND WINDOWS**  
McFarlane-Douglas Co., Ottawa.

**A. B. Ormsby Co., Toronto.**  
**Metal Shingle & Siding Co., Pres-  
ton.**

**Winnipeg Ceiling & Roofing Co.,**  
Winnipeg.

**DRAW KNIVES**  
Allan Hills Edge Tool Co., Galt.

**DRILLS**—Breast and Bench  
North Bros. Mfg. Co., Philadel-  
phia.

**DRY COLORS**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Mont-  
real.

**A. Ramsay & Son, Montreal.**  
**Sanderson Pearey & Co., Toronto.**

**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.

**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.

**HAVENTROUGH AND CONDUC-  
TOR PIPE**

**Metal Shingle & Siding Co., Pres-  
ton.**

**Thomas Davidson Mfg. Co., Mont-  
real.**

**McFarlane-Douglas Co., Ltd., Ot-  
tawa.**

**McClary Mfg. Co., London.**  
**Sheet Metal Products Co., Toron-  
to.**

**A. Welch & Son, Toronto.**  
**Winnipeg Ceiling & Roofing Co.,**  
Winnipeg.

**E. T. Wright Co., Ltd., Hamil-  
ton.**

**Sarnia Metal Products Co., To-  
ronto.**

**EDGE TOOLS**  
Allan Hills Edge Tool Co., Galt.

**James Smart Mfg. Co., Brockville.**  
**Peck, Stow & Wilcox Co., South-  
ington, Conn.**

**Welland Vale Mfg. Co., St. Cath-  
arines.**

**EGG GRATES**  
Wm. Cane & Son, Newmarket.  
**ELECTRIC FLASHLIGHTS**  
Canadian Ever Ready Works, To-  
ronto.

**Interstate Electric Novelty Co.,**  
Toronto.

**Metal Specialties Co., Chicago, Ill.**  
**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

**Barton Netting Co., Windsor.**  
**ELECTRIC IRONS, ETC.**  
Ideal Electric Mfg. Co., Walla-  
burg.

**Renfrew Electric Mfg. Co., Ren-  
frew.**

**Chicago Flexible Shaft Co., Chi-  
cago.**

**Landers, Frary & Clark, New**  
Britain, Conn.

**Duncan Electric Co., Montreal.**  
**Radiant Electric Co., Grimsby.**

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.  
Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

**Ontario Lantern & Lamp Co.,**  
Hamilton.

**ELECTRIC MANTEL GRATES**  
Radiant Electric Co., Grimsby.  
Barton Netting Co., Windsor.

**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Walla-  
burg.

**Renfrew Electric Mfg. Co., Ren-  
frew.**

**ELECTRIC RANGES**  
Radiant Electric Co., Grimsby.  
Ideal Electric Mfg. Co., Walla-  
burg.

**Renfrew Electric Mfg. Co., Ren-  
frew.**

**ELECTRIC BATTERIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

**Radiant Electric Co., Grimsby.**  
**EMERY GRINDERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**EMERY POWDER**  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.

**G. F. Stephens & Co., Winnipeg.**  
**A. Ramsay & Son Co., Montreal.**  
**Sanderson Pearey & Co., Toronto.**

**ENAMEL SIGNS**  
McClary Mfg. Co., London.

**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Mont-  
real.

**McClary Mfg. Co., London.**  
**Sheet Metal Products Co., Toron-  
to.**

**Stamped & Enameled Ware, Hes-  
peler.**

**ESCUTCHEON PINS**  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**EXPANSION BOLTS**  
Richards-Wilcox Canadian Co.,  
London.

**EXPRESS WAGONS**—Boys'  
Canadian Buffalo Sled Co., Pres-  
ton.

**Gendron Mfg. Co., Toronto.**  
**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.

**McFarlane Ladder Works, Toron-  
to.**

**FARM TANKS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FARM TROUGHS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**FASTENERS**—Door, Sash  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**Taylor-Forbes Co., Guelph.**  
**FENCING**—Woven Wire  
McGregor Banwell Fence Co., Wal-  
kerville.

**Steel Company of Canada, Hamil-  
ton.**

**Banwell Hoxie Wire Fence Co.,**  
Hamilton.

**Canadian Steel & Wire Co., Ham-  
ilton.**

**FENCING**—Picket Wire  
McFarlane Ladder Works, Toron-  
to.

**FILES AND RASPS**  
Henry Disston & Sons, Toronto.  
Nicholson File Co., Port Hope.

**G. & H. Barnett Co., Philadelphia.**  
**Simonds Canada Saw Co., Mont-  
real.**

**FILTERS**—Water and Oil  
James Morrison Brass Mfg. Co.,  
Toronto.

**FIREPROOF DOORS AND WIN-  
DOWS**  
McFarlane-Douglas Co., Ottawa.

**Winnipeg Ceiling & Roofing Co.,**  
Winnipeg.

**FIREPLACE GRATES**  
Chadwick Brass Co., Hamilton.  
Enterprise Foundry Co., Sackville,  
N.B.  
Barton Netting Co., Windsor.  
James Stewart Mfg. Co., Wood-  
stock.

**Taylor-Forbes Co., Guelph.**  
**Canada Wire & Iron Goods Co.,**  
Hamilton.

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Pres-  
ton.

**A. B. Ormsby Co., Toronto.**  
**E. T. Wright Co., Ltd., Hamilton.**  
**McClary Mfg. Co., London.**

**FIRE DOOR HARDWARE**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**Richards-Wilcox Canadian Co.,**  
London.

**Stanley Works, New Britain, Conn.**  
**Taylor-Forbes Co., Guelph.**

**Metal Shingle & Siding Co., Pres-  
ton.**

**FIRE EXTINGUISHERS**  
Metal Shingle & Siding Co., Pres-  
ton.

**FLAGS**  
Scythes & Co., Toronto.  
J. J. Turner & Son, Peterboro.

**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Pres-  
ton.

**FORGE CUPS**—Rubber  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.  
Canada Wire & Iron Goods Co.,  
Hamilton.

**FOKES**—Hay  
Welland Vale Mfg. Co., St. Cath-  
arines.

**FOOD CHOPPERS**  
Maxwells, Ltd., St. Mary's.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**McClary Mfg. Co., London.**  
**FOOT WARMERS**  
Chicago Flexible Shaft Co., Chi-  
cago.

**FURNACES**—Plumbers'  
James Morrison Brass Mfg. Co.,  
Toronto.

**FURNACES**—Hot Air  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.

**Burrow, Stewart & Milne, Hamil-  
ton.**

**Can. Heat & Vent. Co., Owen**  
Sound.

**Clare Bros., Preston.**  
**Specialty Mfg. Co., Grimsby.**  
**Galt Stove & Furnace Co., Galt.**

**Enterprise Foundry Co., Sackville,**  
N.B.

**Gurney Foundry Co., Toronto.**  
**Hamilton Stove & Heater Co.,**  
Hamilton.

**Hall Zryd Foundry Co., Hespe-  
ler.**

**Kir-Ben, Ltd., Almonte.**  
**McClary Mfg. Co., London.**  
**Pease Foundry Co., Toronto.**

**Jas. Smart Mfg. Co., Brockville.**  
**Jas. Stewart Mfg. Co., Wood-  
stock.**

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.

**GALVANIZED IRON**  
McClary Mfg. Co., London.

**Sheet Metal Products Co., Toron-  
to.**

**B. & S. H. Thompson, Montreal.**  
**M. & L. Samuel, Benjamin & Co.,**  
Toronto.

**Winnipeg Ceiling & Roofing Co.,**  
Winnipeg.

**Metal Shingle & Siding Co., Pres-  
ton.**

**Sarnia Metal Products Co., To-  
ronto.**

**McFarlane-Douglas Co., Ottawa.**  
**A. Welch & Son, Toronto.**

**GALVANIZED NETTING**  
B. Greening Wire Co., Hamilton.

**GARAGES**—Metal  
The Pedlar People, Oshawa.

**Metal Shingle & Siding Co., Pres-  
ton.**

**GARBAGE CANS**  
Thos. Davidson Mfg. Co., Mont-  
real.

**McClary Mfg. Co., London.**  
**Sheet Metal Products Co., Toron-  
to.**

**E. T. Wright Co., Ltd., Hamilton.**  
**Steel Trough & Machine Co.,**  
Tweed.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.

**GARDEN ROSE**  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**GAS IRONS**  
McClary Mfg. Co., London.

**GAS OVENS**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

**GAS RANGES**  
Burrow, Stewart & Milne, Hamil-  
ton.

**Bowes, Jamieson, Ltd., Hamilton.**  
**Fairgrieve Metal & Stamping Co.,**  
Toronto.

**Gurney Foundry Co., Toronto.**  
**Hamilton Stove & Heater Co.,**  
Hamilton.

**McClary Mfg. Co., London.**  
**D. Moore Co., Hamilton.**  
**Moffat Stove Co., Weston.**

**James Stewart Mfg. Co., Wood-  
stock.**

**Supreme Heating Co., Welland.**  
**GAS FIXTURES**  
James Morrison Brass Mfg. Co.,  
Toronto.

**Barton Netting Co., Windsor.**  
**GAS WATER HEATERS**  
Moffat Stove Co., Weston.

**McClary Mfg. Co., London.**  
**Gurney Foundry Co., Toronto.**  
**Burrow, Stewart & Milne, Hamil-  
ton.**

**Bowes, Jamieson, Ltd., Hamilton.**  
**James Morrison Brass Mfg. Co.,**  
Toronto.

**GASOLINE LIGHTING**  
H. W. Knight & Bros., Toronto.

**GASOLINE & OIL PUMPS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**GASOLINE STOVES**  
James Stewart Mfg. Co., Wood-  
stock.

**GATES**—Farm  
Steel Co. of Canada, Montreal.

**McGregor Banwell Fence Co., Wal-  
kerville.**

**Banwell Hoxie Wire Fence Co.,**  
Hamilton.

**James Morrison Brass Mfg. Co.,**  
Toronto.

**GAUGES**  
Stanley Rule & Level Co., New  
Britain, Conn.

**GAUGE COOKS**  
Penberthy Injector Co., Windsor.  
James Morrison Brass Mfg. Co.,  
Toronto.

**GLASS**  
Consolidated Plate Glass Co., To-  
ronto.

**Hobbs Mfg. Co., London.**  
**Toronto Plate Glass Imp. Co., To-  
ronto.**

**A. Ramsay & Son Co., Montreal.**  
**GLASS**—Bent  
The Toronto Plate Glass Import-  
ing Co., Toronto.

**GLASS CUTTING BOARDS**  
Lufkin Rule Co. of Canada, Wind-  
sor.

**A. Ramsay & Son Co., Montreal.**  
**Sanderson Pearey & Co., Toronto.**

**GLAZIERS' TOOLS**  
Smith & Hemenway, New York.

**GRASS CATCHERS**  
Taylor-Forbes Co., Guelph.

**GRINDSTONES**  
Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

**GRINDSTONE FIXTURES**  
Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**  
Remington U.M.C. Co., Windsor.  
Ross Rifle Co., Quebec.

**HACK SAW BLADES**  
F. C. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Mont-  
real.

**HALTERS**—Leather  
G. L. Griffith & Son, Stratford.

**HAMMERS**  
James Smart Mfg. Co., Brockville.  
Stanley Rule & Level Co., New  
Britain, Conn.

**Allan Hills Edge Tool Co., Galt.**  
**HAMMOCKS**  
Dominion Hammock Co., Dunn-  
ville.

**Galt Robe & Hammock Co., Galt.**  
**HANDLES**—Door, Drawer and  
Store

**Taylor-Forbes Co., Guelph.**  
**Stanley Works, New Britain,**  
Conn.

**Canadian Yale & Towne, Ltd., St.**  
Catharines.

**HANDLES**—Axe, Pick, etc.  
Lachute Shuttle Mfg. Co., Lachute  
Mills, Que.

**Drayton Mills, Ltd., Drayton, Ont.**  
**Turner, Day, Woolworth Co.,**  
Louisville, Ky.

**HARNESSES AND BLANKETS**  
G. L. Griffith & Son, Stratford.

**Burlington Windsor Blanket Co.,**  
Toronto.



**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.  
 Stanley Works, New Britain, Conn.  
 Cowan & Britton, Ltd., Gananoque.  
 James Smart Mfg. Co., Brockville.  
**HATCHETS**  
 James Smart Mfg. Co., Brockville.  
**HAY KNIVES**  
 Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.  
 Springer Lock Mfg. Co., Belleville.  
 Canada Steel Goods Co., Hamilton.  
 Cowan & Britton, Ltd., Gananoque.  
 Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**  
 Taylor-Forbes Co., Guelph.  
 Bommer Brothers, Brooklyn, N.Y.  
 Canadian Yale & Towne, Ltd., St. Catharines.  
 Chicago Spring Butt Co., Chicago.

**HOCKEY STICKS**

Drayton Mills, Ltd., Drayton, Ont.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HOISTS**

Canadian Yale & Towne, Ltd., St. Catharines.  
**HORSE CLIPPING MACHINES**  
 B. & S. H. Thompson, Montreal.  
 Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
 Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**  
 Steel Co. of Canada, Hamilton.  
**HOUSE CLEANING UTENSILS**  
 Invinible Renovator Co., Toronto.  
 Onward Mfg. Co., Berlin.

**HOSE REELS**

Gutta Percha & Rubber, Ltd., Toronto.  
**HOOKS—Coat and Hat, Kitchen**  
 Steel Co. of Canada, Hamilton.  
 Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.  
**HOOKS AND EYES**  
 Steel Co. of Canada, Hamilton.  
 Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.  
 North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule & Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**

McClary Mfg. Co., London.  
 North Bros., Philadelphia, Pa.  
 Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
 E. T. Wright Co., Ltd., Hamilton.  
 McClary Mfg. Co., London.

**INJECTORS—Automatic**

James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**

M. & L. Samuel, Benjamin & Co., Toronto.

Canada Metal Co., Toronto.  
**IRONING AND BAKE BOARDS**  
 Stratford Mfg. Co., Stratford.  
 Taylor-Forbes Co., Guelph.  
 Otterville Mfg. Co., Otterville.

**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.  
 Ontario Lantern & Lamp Co., Hamilton.

**JOIST HANGERS**

Taylor-Forbes Co., Guelph.

**KEY BLANKS**

Canadian Yale & Towne, Ltd., St. Catharines.

**KITCHEN CABINETS**

E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.  
 Peck, Stow & Wilcox Co., South-  
 ington, Conn.

**KNIVES—Planer, Paper-cutting**  
 Simonds Canada Saw Co., Mont-  
 real.

Henry Diaston & Sons, Toronto.

**LADDERS**

Stratford Mfg. Co., Stratford.  
 McFarlane Ladder Co., Toronto.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS**

Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS—Incandescent**  
 Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS—Tungsten**

Canadian Sunbeam Lamp Co., To-  
 ronto, Ont.

**LAMPS AND BURNERS**

Ontario Lantern & Lamp Co.,  
 Hamilton.

Thos. Davidson Mfg. Co., Mont-  
 real.

E. T. Wright Co., Ltd., Hamilton.

**LAMPBLACK**

L. Martin Co., New York.

**LANTERNS**

Thos. Davidson Mfg. Co., Mont-  
 real.

Ontario Lantern & Lamp Co.,  
 Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

E. T. Wright Co., Ltd., Hamilton.

**LATHES**

Canadian Yale & Towne, Ltd., St.  
 Catharines.

Richards-Wilcox Canadian Co.,  
 London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDRY TUBS**

James Morrison Brass Mfg. Co.,  
 Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co.,  
 Toronto.

Canada Metal Co., Toronto.

Steel Trough & Machine Co.,  
 Tweed.

**LAWN FENCING**

McGregor Banwell Fence Co., Wal-  
 kerville.

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha & Rubber, Ltd., To-  
 ronto.

**LAWN SEATS AND SWINGS**  
 Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Pres-  
 ton.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co.,  
 Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha & Rubber, Ltd., To-  
 ronto.

**LEAD PIPE**

Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Frank Sand Mfg. Co., Windsor.

Stanley Rule & Level Co., New  
 Britain, Conn.

**LEATHER—Soles, Etc.**

Beardmore & Co., Toronto.

**LINOLEUMS**

Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Mont-  
 real.

McClary Mfg. Co., London.

Sheet Metal Products Co., To-  
 ronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Peck, Stow & Wilcox Co., Cleve-  
 land, Ohio.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St.  
 Catharines.

Springer Lock Mfg. Co., Belle-  
 ville.

**LUMBERING TOOLS**

Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**

E. C. Atkins & Co., Hamilton.

**MALLETS**

Stanley Rule & Level Co., New  
 Britain, Conn.

**MANUAL TRAINING BENCHES**  
 Richards-Wilcox Canadian Co.,  
 Ltd., London.

**MANGLES**

Cummer-Dowdell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**MANTELS—Wood**

Barton Netting Co., Windsor.

**MAPLE EVAPORATORS**

Steel Trough & Machine Co.,  
 Tweed.

**MARINE SUPPLIES**

James Morrison Brass Mfg. Co.,  
 Toronto.

Consumers' Cordage Co., Toronto.

**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co.,  
 Chicago, Ill.

**MATCOCKS**

Welland Vale Mfg. Co., St. Cath-  
 arines.

**MEASURING PUMPS**

Wayne Oil Tank & Pump Co.,  
 Woodstock, Ont.

**METALS**

Canada Metal Co., Toronto.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

M. & L. Samuel, Benjamin & Co.,  
 Toronto.

B. & S. H. Thompson, Montreal.

E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
 McFarlane-Douglas Co., Ottawa.

Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.

Sarnia Metal Products Co., To-  
 ronto.

Metal Shingle & Siding Co., Pres-  
 ton.

**METAL POLISHES**

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co.,  
 Windsor, Ont.

Sherwin-Williams Co., Montreal.

**METAL WASHBOARDS**

Meakins & Sons, Hamilton.

**METAL GARAGES AND SILO**  
**ROOFS**

Metal Shingle & Siding Co., Pres-  
 ton.

**METAL LATHS**

Pedlar People, Oshawa.

Metal Shingle & Siding Co., Pres-  
 ton.

Winnipeg Ceiling & Roofing Co.,  
 Winnipeg.

**MILL SUPPLIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**MIRRORS**

Toronto Plate Glass Imp. Co., To-  
 ronto.

Consolidated Plate Glass Co., To-  
 ronto.

Kinzinger & Bruce Co., Niagara  
 Falls.

Hobbs Mfg. Co., Ltd., London.

**MITRE BOXES**

Stanley Rule & Level Co., New  
 Britain, Conn.

E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MOETAR COLORS**

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**MOTOR ACCESSORIES**

Canadian Fairbanks-Morse Co.,  
 Montreal.

**NAILS (Out)**

Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamil-  
 ton.

**NAILS (Wire)**

H. S. Howland, Sons & Co., To-  
 ronto.

Imperial Steel & Wire Co., Colling-  
 wood, Ont.

P. L. Robertson Mfg. Co., Milton.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Ltd., Hamil-  
 ton.

Canadian Yale & Towne, Ltd., St.  
 Catharines.

**NAIL PULLERS**

Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.

**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**

Landers, Frary & Clark, New  
 Britain, Conn.

**NUT CRACKERS**

Chicago Hardware Foundry Co.,  
 Chicago, Ill.

**OAKUM**

A. Ramsay & Son Co., Montreal.

Seythes & Co., Toronto.

James Morrison Brass Mfg. Co.,  
 Toronto.

**OILS—Linseed**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

**OILS—Boiled**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

**OILS—Varnish**

Canada Linseed Oil Mills, Mont-  
 real and Toronto.

**OIL AND GASOLINE TANKS**

Steel Trough & Machine Co.,  
 Tweed.

Thos. Davidson Mfg. Co., Mont-  
 real.

Sheet Metal Products Co., Toron-  
 to.

Metal Shingle & Siding Co., Pres-  
 ton.

**OIL STOVES AND HEATERS**

Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.

Thos. Davidson Mfg. Co., Mont-  
 real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

James Stewart Mfg. Co., Wood-  
 stock.

**OIL STORAGE SYSTEMS**  
 S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.

Steel Trough & Machine Co.,  
 Tweed.

Wayne Oil Tank & Pump Co.,  
 Woodstock.

**OILERS—Engine and Machine**  
 Thos. Davidson Mfg. Co., Mont-  
 real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-  
 to.

E. T. Wright Co., Ltd., Hamilton.

**OILED CLOTHING**  
 Seythes & Co., Toronto.

**OIL CLOTHS**  
 Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
 Fairgrieve Metal & Stamping Co.,  
 Toronto.

**OILY WASTE CANS**  
 James Morrison Brass Mfg. Co.,  
 Toronto.

Metal Shingle & Siding Co., Pres-  
 ton.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toron-  
 to.

McFarlane-Douglas Co., Ottawa.

**ORNAMENTAL IRON**  
 Canada Wire & Iron Goods Co.,  
 Hamilton.

**PAIS—Wood**  
 Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
 Brandram-Henderson, Ltd., Mont



**PLATES AND HOOKS**  
Canadian Yale & Towne, Ltd., St. Catharines.  
Bommer Brothers, Brooklyn.  
**PLOWS—Grading**  
Meaford Wheelbarrow Co., Meaford.

**PLIERS**  
Crescent Tool Co., Jamestown, N. Y.  
James Morrison Brass Mfg. Co., Toronto.

**SMITH & HEMENWAY, New York.**  
**PLUMBS AND LEVELS**  
Stanley Rule & Level Co., New Britain, Conn.

**PLUMB BOBS**  
Taylor-Forbes Co., Guelph.  
Stanley Rule & Level Co., New Britain, Conn.

**POLISHES—Furniture and Wood**  
G. F. Stephens & Co., Winnipeg.  
Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Stuart & Foster, Toronto.

**POLISHES—Metal and Stove**  
Sherwin-Williams Co., Montreal.  
Canada Paint Co., Montreal.  
Martin-Senour Co., Montreal.  
Nickel Plate Polish Co., Windsor.  
Ronk, Ltd., Toronto.

**POLISHING BRUSHES**  
Boeckh Bros., Ltd., Toronto.  
Meekins & Sons, Hamilton.

**POST HOLE DIGGERS**  
Otterville Mfg. Co., Otterville.

**POULTRY NETTING**  
B. Greening Wire Co., Hamilton.  
Imperial Steel & Wire Co., Collingwood.

**McGregor Banwell Fence Co., Walkerville.**

**PULLEYS**  
Canadian Fairbanks-Morse Co., Montreal.  
Taylor-Forbes Co., Guelph.

**PUMPS**  
Metal Shingle & Siding Co., Preston.  
James Morrison Brass Mfg. Co., Toronto.  
Beatty Bros., Fergus, Ont.  
Heller-Aller Co., Windsor.  
Canadian Fairbanks-Morse Co., Montreal.  
Dayton Pump & Mfg. Co., Dayton, Ohio.

**BAKES**  
Welland Vale Mfg. Co., St. Catharines.

**RASPS**  
Nicholson File Co., Port Hope.

**RAZORS**  
Arch. McFarlane, Montreal.  
Dorken Bros., Montreal.  
Geneva Cutlery Co., Geneva, N.Y.

**REFRIGERATORS AND ICE CHESTS**  
Thos. Davidson Mfg. Co., Montreal.  
Lewis Bros., Ltd., Montreal.  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**SANDERSON-HAROLD Co., Paris.**  
**REGISTERS—Hot Air Furnace**  
Canadian Heating & Ventilating Co., Owen Sound.  
Burrow, Stewart & Milne, Hamilton.  
Clare Bros., Preston.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
Pesse Foundry Co., Toronto.  
James Stewart Mfg. Co., Woodstock.  
Galt Stove & Furnace Co., Galt.  
Kir-Ben, Ltd., Almonte.  
Tuttle & Bailey Mfg. Co., Bridgeburg.  
Hamilton Stove & Heater Co., Hamilton.

**RIVETS**  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Hamilton.

**RIFLES—Sporting and Military**  
Ross Rifle Co., Quebec.  
See also Guns and Rifles.

**ROD COUPLINGS**  
Otterville Mfg. Co., Otterville.

**ROPE**  
Scythess & Co., Toronto.  
Consumers' Cordage Co., Toronto.

**ROOFING BRACKETS**  
Stanley Rule & Level Co., New Britain, Conn.

**ROOFING (Prepared)**  
Prantford Roofing Co., Brantford.  
Patterson Mfg. Co., Toronto.  
H. S. Howland Sons & Co., Toronto.

**Canadian Supply & Contracting Co., Toronto.**

**ROOFING SUPPLIES**  
E. T. Wright Co., Ltd., Hamilton.

**ROOFERS' FELT**  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McFarlane-Douglas Co., Ottawa.

**RUBBER GASKETS**  
Gutta Percha & Rubber, Ltd., Toronto.

**RULES AND TAPES**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**RUBBER BOOT REPAIRS**  
Marble Arms & Mfg. Co., Gladstone, Mich.

**RULES—Boxwood**  
Lufkin Rule Co. of Canada, Windsor.  
Stanley Rule & Level Co., New Britain, Conn.

**SAD IRONS—Mrs. Potts'**  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Gas and Gasoline**  
McClary Mfg. Co., London.  
H. W. Knight & Bros., Toronto.  
Taylor-Forbes Co., Guelph.

**SAD IRONS—Asbestos Lined**  
Dover Mfg. Co., Canal Dover, Ohio.  
Chicago Hardware Foundry Co., Chicago, Ill.

**SAFES AND VAULTS**  
Canadian Fairbanks-Morse Co., Montreal.  
J. & J. Taylor Safe Works, Toronto.

**SAFETY RAZORS AND BLADES**  
Gillette Safety Razor Co., Montreal.  
Auto-Strop Safety Razor Co., Toronto.

**SALAMANDERS**  
Gurney Foundry Co., Toronto.

**SANDBAPER**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**SAND SCREEN**  
Canada Wire & Iron Goods Co., Hamilton.

**SANITARY CLOSETS**  
Superior Mfg. Co., Hagerstown.  
Steel Trough & Machine Co., Tweed.

**SAP SPOUTS AND BUCKETS**  
Thos. Davidson Mfg. Co., Montreal.

**SHEET METAL PRODUCTS Co., Toronto.**

**Taylor-Forbes Co., Guelph.**  
**McClary Mfg. Co., London.**  
**E. T. Wright Co., Ltd., Hamilton.**

**SASH CENTRES**  
Taylor-Forbes Co., Guelph.

**SASH LIFTS**  
Stanley Works, New Britain, Conn.

**SASH PINS**  
Steel Co. of Canada, Ltd., Hamilton.

**SASH WEIGHT—Lead**  
Canada Metal Co., Toronto.

**SAWS**  
E. O. Atkins & Co., Hamilton.  
Simonds Canada Saw Co., Montreal.  
Shurly-Dietrich & Co., Galt.  
Henry Disston & Sons, Toronto.

**SAW HORSES—Folding**  
McFarlane Ladder Works, Toronto.

**SAW SETS**  
Taylor-Forbes Co., Guelph.  
Simonds Canada Saw Co., Montreal.  
Henry Disston & Sons, Toronto.  
Chas. Morrill, New York.  
E. O. Atkins & Co., Hamilton.

**SCALES—Weighing**  
Canadian Fairbanks-Morse Co., Montreal.  
Burrow, Stewart & Milne, Hamilton.

**SCRAPERS**  
Stanley Rule & Level Co., New Britain, Conn.  
Meaford Wheelbarrow Co., Meaford.

**Taylor, Forbes Co., Guelph.**  
**SCREEN AND STORM DOOR LATCH**  
Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamilton.

**SCREEN DOORS AND WINDOWS**  
Sanderson Harold Co., Paris.

**SCREEN DOOR SETS**  
Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.

**SOLEWS**  
P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**  
Cowan & Britton, Ltd., Gananoque.  
Henry Disston & Sons, Toronto.  
North Bros. Mfg. Co., Philadelphia.

**Stanley Rule & Level Co., New Britain, Conn.**

**SCREW PLATES**  
Wells Bros. & Co., Ltd., Galt.  
Butterfield Co., Rock Island, Que.

**SOYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**SHEARS—Sheet Metal**  
Fack, Stow & Wilcox Co., Cleveland, Ohio.

**SHEET METAL SPECIALITIES**  
Burrows Mfg. Co., Toronto.  
Fairgrieve Metal & Stamping Co., Toronto.  
Soren Bros., Toronto.  
E. T. Wright Co., Ltd., Hamilton.

**SHELF BOXES AND CABINETS**  
Cameron & Campbell, Toronto.  
Walker Bin & Store Fixture Co., Berlin.

**SHELF SUPPORTS**  
Chicago Hardware Foundry Co., Chicago, Ill.

**SHEEP SHEARING MACHINES**  
Chicago Flexible Shaft Co., Chicago.

**SHEEP MARKING LIQUID**  
Sherwin-Williams Co., Montreal.

**SHOT**  
Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**  
Remington Arms U.M.C. Co., Windsor.

**SHOT SHELLS**  
Remington Arms U.M.C. Co., Windsor.  
Dominion Cartridge Co., Montreal.

**SHOVELS AND SPADES**  
Lundy Shovel & Tool Co., Peterboro.  
Canadian Shovel & Tool Co., Hamilton.

**SILVERWARE**  
Canadian Rogers Co., Toronto.  
Oneida Community, Ltd., Niagara Falls, Ont.

**SKATE STRAPS**  
G. L. Griffith & Son, Stratford.  
Owen Sound Steel Press Co., Owen Sound.

**SKYLIGHTS**  
Metal Shingle & Siding Co., Preston.  
Wheeler & Bain, Toronto.  
McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

**SLEDGES**  
Taylor-Forbes Co., Guelph.

**SLEDS**  
Canadian Buffalo Sled Co., Preston.  
Richards-Wilcox Canadian Co., Ltd., London.  
Gendron Mfg. Co., Toronto.

**SNOW SHOVELS**  
Canadian Buffalo Sled Co., Preston.

**SHEET METAL PRODUCTS Co., Toronto.**

**Canada Steel Goods Co., Hamilton.**

**SOAP URNS**  
Chas. Morrill, New York, N.Y.

**SOLDER**  
Canada Metal Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Winnipeg Ceiling & Roofing Co., Winnipeg.  
McClary Mfg. Co., London.

**SOLDERING IRONS**  
Brown-Boggs Co., Hamilton.

**SPIKES**  
Steel Co. of Canada, Hamilton.

**SPOKESHAVES**  
Stanley Rule & Level Co., New Britain, Conn.

**SPONGES**  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

**SPORTING GOODS**  
Dominion Cartridge Co., Montreal.  
Marble Arms Mfg. Co., Gladstone, Mich.

**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Montreal.

**SPRAYERS**  
Sherwin-Williams Co., Montreal.  
Sheet Metal Products Co., Toronto.

**E. T. Wright Co., Ltd., Hamilton.**  
**Canadian Fairbanks-Morse Co., Montreal.**  
**Specialty Mfg. Co., Grimsby.**

**SPRINGS AND AXLES**  
Guelph Spring & Axle Co., Guelph.  
Taylor-Forbes Co., Guelph.

**SPRING HINGES**  
Pommer Brothers, Brooklyn.  
Chicago Spring Butt Co., Chicago.

**SPINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co., Toronto.

**SPINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co., Toronto.

**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New Britain, Conn.

**STALLS, STANCHIONS, AND COW-BOWLS—Metal**  
Metal Shingle & Siding Co., Preston.  
Steel Trough & Mfg. Co., Tweed.  
Beatty Bros., Fergus.

**STAIR PLATES**  
Steel Equipment Co., Ottawa.

**STAPLES**  
Steel Co. of Canada, Hamilton.  
Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Gananoque.  
Laidlaw Bale-Tie Co., Hamilton.

**STORAGE BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.

**STORM WINDOW HINGES**  
Watrous Acme Mfg. Co., Des Moines, Iowa.

**STEEL RULES—Machinists'**  
Lufkin Rule Co. of Canada, Windsor.

**STEP LADDERS**  
McFarlane Ladder Works, Toronto.  
Stratford Mfg. Co., Stratford.  
Otterville Mfg. Co., Otterville.

**STOVE TRIMMINGS**  
Radiant Electric Co., Grimsby.

**STOVES AND RANGES**  
Bowes, Jamieson, Ltd., Hamilton.  
Beach Foundry Co., Ottawa.  
Burrow, Stewart & Milne, Hamilton.  
Canadian Heating & Ventilating Co., Owen Sound.  
Copp Stove Co., Port William.  
Clare Bros. & Co., Preston.  
Thos. Davidson Mfg. Co., Montreal.  
Galt Stove & Furnace Co., Galt.  
Enterprise Foundry Co., Sackville, N.B.  
Specialty Mfg. Co., Grimsby.  
Findlay Bros., Carleton Place.  
Gurney Foundry Co., Toronto.  
Hall Zryd Foundry Co., Hespeler.  
Hamilton Stove & Heater Co., Hamilton.  
Kir-Ben, Ltd., Almonte.  
McClary Mfg. Co., London.  
D. Moore Co., Hamilton.  
Jas. Smart Mfg. Co., Brockville.  
Jas. Stewart Mfg. Co., Woodstock.  
Harriston Stove Co., Harriston.  
Supreme Heating Co., Welland.

**STOVE BOARDS**  
McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

**E. T. Wright & Co., Hamilton.**  
**Gurney Foundry Co., Toronto.**  
**Thos. Davidson Mfg. Co., Montreal.**

**STOVE PIPE DAMPERS**  
Eureka Damper Co., Montreal.  
Taylor-Forbes Co., Guelph.

**STOVE PIPE SUNDRIES**  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toronto.

**Thos. Davidson Mfg. Co., Montreal.**

**STOVE AND RANGE CASTERS**  
Chicago Hardware Foundry Co., Chicago, Ill.  
Moffat Stove Co., Weston.

**STOVE POLISH**  
Duncan Electric Co., Montreal.  
Nickel-Plate & Stove Polish Co., Windsor, Ont.

**STOCKS AND DIES**  
Armstrong Mfg. Co., Bridgeport, Conn.

**STORE LADDERS**  
Richards-Wilcox Canadian Co., London.  
Milbradt Mfg. Co., St. Louis, Mo.

**STORE IRONS—Metal**  
Consolidated Plate Glass Co., Toronto.

**SWINGS—Lawn**  
Stratford Mfg. Co., Stratford.

**TABLE OUTLET**  
Arch. McFarlane, Montreal.  
Oneida Community, Oneida, N.Y.  
Canadian Rogers Co., Toronto.

**TACKS**  
Steel Co. of Canada, Hamilton.  
Parmenter Bulloch Co., Gananoque.

**TANKS**  
Metal Shingle & Siding Co., Preston.



Wayne Oil Tank & Pump Co.,  
Woodstock.  
Steel Trough & Machine Co.,  
Tweed.

**TANK AND SILO TUGS**  
Otterville Mfg. Co., Otterville.  
**TAPES**—Measuring  
Luffin Rule Co. of Canada,  
Windsor.

**TUB STANDS**  
Otterville Mfg. Co., Otterville.  
J. H. Connor & Son, Ottawa.

**TENTS AND AWNINGS**  
Smart-Woods Co., Ottawa.  
**THERMOMETERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**TINSMITHS' MACHINERY**  
Peck, Stow & Wilcox Co., South-  
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Steel Bending & Brake Works,  
Chatham, Ont.

**TINSMITHS' SHEARS**  
Peck, Stow & Wilcox Co., South-  
ington, Conn.  
**TINWARE**  
Fairgrieve Metal & Stamping Co.,  
Toronto.

See also Houseware.  
**TOOLS**—Mechanics'  
North Bros., Philadelphia, Pa.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
Britain, Conn.  
**TOOL GRINDERS**  
Taylor-Forbes Co., Guelph.

**TRAPS**—Lavatory  
James Morrison Brass Mfg. Co.,  
Toronto.  
Canada Metal Co., Toronto.

**TRAPS**—Animal  
Orsida Community, Ltd., Niagara  
Falls, Ont.  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

**TRAPS**—Bat  
Canada Wire & Iron Goods Co.,  
Hamilton.  
**TRAPS**—Steam  
James Morrison Brass Mfg. Co.,  
Toronto.

**TREE TRIMMERS**  
Taylor-Forbes Co., Guelph.  
**TROWELS**  
E. O. Atkins & Co., Hamilton.  
Henry Diaston & Sons, Toronto.

**TRUCKS**—Warehouse  
Canadian Fairbanks-Morse Co.,  
Montreal.  
Burrow, Stewart & Milne, Hamil-  
ton.

**UMBRELLA HOLDERS**  
Springer Lock Mfg. Co., Belleville.  
**VACUUM CLEANERS**  
Olward Mfg. Co., Berlin.  
Invincible Renovator Co., Toronto.  
Clements Mfg. Co., Toronto.

**VARNISHES**  
Benj. Moore & Co., Toronto.  
Lowe Bros. Ltd., Toronto.  
Erasmus-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Sherwin-Williams Co., Montreal.  
Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Ottawa Varnish Co., Ottawa.  
R. C. Jamieson & Co., Montreal.  
Imperial Varnish & Color Co., To-  
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Wm. Harland & Son, Toronto.  
**VENTILATORS**—Metal  
Metal Roofing & Siding Co., Pres-  
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Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Sarnia Metal Products Co., To-  
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McClary Mfg. Co., London.  
**VATS**—Steel Cheese  
Steel Trough & Machine Co.,  
Tweed.

**VICES**  
Stanley Rule & Level Co., New  
Britain, Conn.  
National Machine & Supply Co.,  
Hamilton.

Taylor-Forbes Co., Guelph.  
James Morrison Brass Mfg. Co.,  
Toronto.  
Armstrong Mfg. Co., Bridgeport.

**WAGON JACKS**  
Richards-Wilcox Canadian Co.,  
New York.  
**WAGON WATER TANKS**  
Steel Trough & Machine Co.,  
Tweed.

**WAFFLE IRONS**  
Taylor-Forbes Co., Guelph.  
**WASH BOARDS**  
Wm. Cane & Sons Co., Newmarket.  
Conn.  
Cummer-Dowsell, Ltd., Hamil-  
ton.

**WASH TUBS**  
Wm. Cane & Sons Co., Newmarket.

**WASTE**—Cotton and Wool  
Scythes & Co., Toronto.

**WASHERS**  
Steel Co. of Canada, Hamilton.  
Taylor-Forbes Co., Guelph.  
Canada Metal Co., Toronto.  
Gutta Percha & Rubber, Ltd., To-  
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**WASHING MACHINES**  
Bentley Bros., Fergus, Ont.  
J. H. Connor & Son, Ottawa.  
Cummer-Dowsell, Ltd., Hamilton.  
Maxwells, Ltd., St. Mary's.  
Geo. O. Kaitting & Sons, Galt.  
Nineteen Hundred Washer Co.,  
Toronto.

Taylor-Forbes Co., Guelph.  
One Minute Mfg. Co., Toronto.  
**WATER SERVICE SYSTEMS**  
Dayton Pump & Machine Co.,  
Dayton, Ohio.

**WATER AND HOG TROUGHS**  
Steel Trough & Machine Co.,  
Tweed.  
Metal Shingle & Siding Co., Pres-  
ton.

**WEDGES**  
Taylor-Forbes Co., Guelph.  
**WELL CURB**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

**WHEELBARROWS**  
Maxwells, Ltd., St. Mary's.  
Meaford Wheelbarrow Co., Mea-  
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**WHIFFLETREES**  
Drayton Mills, Ltd., Drayton, Ont.  
**WHIP RACKS**  
Burrow, Stewart & Milne, Hamil-  
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**WILLOW BASKETS**  
Meakins & Sons, Ltd., Hamilton.  
**WINDOW SETS**—Basement  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

**WIRE CLOTHES LOCKERS**  
Canada Wire & Iron Goods Co.,  
Hamilton.  
**WIRE DOOR MATS**  
Canada Wire & Iron Goods Co.,  
Hamilton.

Kuhne-Anderson Mfg. Co., Port  
Hope.  
**WIRE**  
P. L. Robertson Mfg. Co., Milton.  
Steel Co. of Canada, Hamilton.

**WIRE DOOR PULLS**  
Steel Co. of Canada, Ltd., Hamil-  
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**WIRE CLOTH**  
B. Greening Wire Co., Ltd., Hamil-  
ton.

Canada Wire & Iron Goods Co.,  
Hamilton.  
**WIRE FENCING**  
Banwell-Hoxie Wire Fence Co.,  
Hamilton.

McGregor, Banwell Fence Co.,  
Walkerville.  
**WIRE FENCE STRETCHERS**  
Richards-Wilcox Canadian Co.,  
London.

McGregor Banwell Fence Co.,  
Walkerville.  
Otterville Mfg. Co., Otterville.  
**WIRE GOODS**  
B. Greening Wire Co., Hamilton.  
McClary Mfg. Co., London.

Canada Wire & Iron Goods Co.,  
Hamilton.  
E. T. Wright Co., Ltd., Hamilton.  
Thos. Davidson Mfg. Co., Mont-  
real.

**WHITE LEAD**  
Benjamin Moore & Co., Toronto.  
Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
Steel Co. of Canada, Hamilton.  
Lowe Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.  
A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
**WOODENWARE**  
Wm. Cane & Son, Newmarket.

Thos. Davidson Mfg. Co., Mont-  
real.  
Meakins & Sons, Hamilton.  
**WRENCHES**  
Crescent Tool Co., Jamestown,  
N.Y.

**WEINGERS**—Clothes  
American Wringer Co., New York.  
Cummer-Dowsell, Ltd., Hamilton.  
Maxwells, Ltd., St. Mary's.  
Taylor-Forbes Co., Guelph.

**WRINGER ROLLS**  
Gutta Percha & Rubber, Ltd., To-  
ronto.  
**ZINC ORNAMENTS**  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

## Market Situation

**Hardware Markets.** The situation industrially and from a business standpoint seems to be on the up grade. Orders for goods are being received a little more freely, and the talk is very much more optimistic. The war reports have been much better the past several weeks; farmers are harvesting and marketing good crops, and merchants carrying low stocks for a year now feel themselves in better shape to order more largely.

Collections have improved also, and altogether from now on we may expect to see business take a higher and better plane.

Galvanized sheets and pipes are reduced in price following reported cutting, and wire nails in Toronto have advanced 10 cents. Practically all other lines hold pretty firm.

\* \* \*

**Metal Markets.** Another indication of better business is the steadiness which has developed in the metal market. Prices are not so inflated, and while at an easier tendency quotations and demand run more smoothly in trading. Actual selling is very little, if any, brisker, but there is a decidedly better feeling now that the summer season is past and industries give promise of resuming business. Local Toronto quotations at the beginning of the month on basic metals were as follows: Tin, 39-41c.; copper, 19½c.; spelter, 19-20c.; lead, 6¼c.; antimony, 40c.; aluminum ingot, 40c.; aluminum pattern, 39c. lb.; solder, ½x½, 24¾c. lb.; wire solder, 28½c. lb.; wiping solder, 23c. lb.; tinker's bar solder, 30c. lb.

\* \* \*

**Paint Markets.** Comparisons with a year ago, month by month and week by week, are now beginning to be made, and by the end of September we may expect to see a gradual improvement in paint demands.

Ready-mixed lines should do well this fall, especially in country points where farmers have harvested good crops.

There was a tendency to lower prices in white lead during the month, but the high costs of raw material precluded, and quotations remain. Turpentine shows a slight lowering, and oil has also been weak. Other lines remain unchanged and rather firm.

## HARDWARE NEWS NOTES

W. Glassford is building a new hardware store at Beaverton, Ont.

The Canadian Western Foundry & Supply Co., Calgary, has received a \$6,000,000 shell order.

The Winnipeg Paint & Oil Co. has erected a warehouse at Roland, Man., and has appointed M. J. Horn local manager.

The Northern Bolt & Screw Co., Ltd., Owen Sound, has purchased the plant and stock of the Dominion Bolt Co., Toronto.

Giles S. Ransom, president of the Toronto Furnace and Crematory Co., Ltd., is dead.

G. T. Hancock, hardware dealer, Port Hope, Ont., winner of the third prize in the Frost Wire Fence Co. competition, was given a trip to the Panama Exposition at San Francisco.



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**RED  
S  
BRAND  
WINDOW  
GLASS**



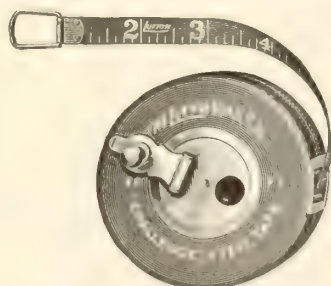
**GLASS  
BENDERS  
TO  
THE  
TRADE**

**THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED**

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO

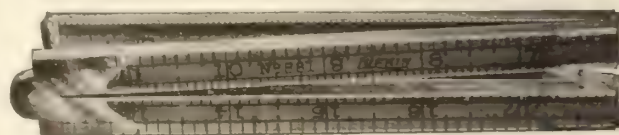


Get Our Catalogue

**THE LUFKIN RULE CO. OF CANADA, LTD.**  
WINDSOR, ONT.

**LUFKIN** MEASURING TAPES  
and RULES  
WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.







No Stopping  
No Honing

## The Gillette on the Firing Line

OUT of the war-torn trenches there comes a remarkable letter, written by a young officer to his uncle, who had sent him a Gillette Safety Razor.

"I thank you very much for the welcome Gillette Razor," he writes.

"Not only myself but nearly all of my men are using this razor. It is passed around among them, and one may see men using it at any time of the day or night."

"Sometimes there is no hot water, but the razor works well without it."

"The razor has been used many hundred times, but it still looks like new and will outlast the war if it is

not blown to pieces by some of the flying fragments of bursting shells which often whistle about our heads."

Thousands of men under all the warring flags are using the Gillette Safety Razor—on the Western and Eastern Fronts, at the Dardanelles, and with the Fleets.

The Gillette "Bulldog" (upper right corner), appearing just after the war broke out, caught people's fancy, and has proved a great seller.

Scores of alert Hardware Dealers have developed much profitable business by featuring Gillette Razors to and for enlisted men, and by urging departing recruits to take along a good supply of Gillette Blades. Have YOU?

GILLETTE SAFETY RAZOR COMPANY  
OF CANADA, LIMITED, MONTREAL





*Be Sure and Ask Your Jobber  
for*

# Greening Chains



**The B. Greening Wire Company, Limited**

Hamilton, Ont.

Montreal, Que.



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

## Greening's Cattle Chains



**The B. Greening Wire Company, Limited**  
Hamilton, Ont. Montreal, Que.





## How about Your Window?

Through the striking advertisements that are appearing with the regularity of clockwork in forty-three of the leading magazines, we are constantly telling people to look in *your* window for

## EVEREADY FLASHLIGHTS

One of the many Eveready advertisements calling attention to dealers' window displays Saturday Evening Post, Oct. 2nd.

Week after week, without a break we keep repeating it—and we *know* that people are following our advice and that the dealer with the Eveready display is benefiting by the steadily increasing demand which last year sold millions of Eveready Flashlights, Tungsten Batteries and Mazda Lamps. But how about your window? Are you letting the people know that you have Evereadys for sale?

If not, *now* is the time to begin—for we're using big space to drive trade into the stores. Why not take the profit from this extra business?

**EVEREADY** Flashlights are quality goods—the kind that gives you real satisfaction and helps build up confidence in your store. Prices are low enough to make sales easy and each **EVEREADY** you sell means profitable renewal sales of **EVEREADY** Batteries and Lamps to keep the light operating—a money making business like camera films and razor blades.

Let us tell you about our introductory order proposition which makes it easy to start building up sales for your store with this profit making sideline. Just mail the coupon.

"Canadian Made for Canadian Trade"

## CANADIAN EVER READY WORKS

TORONTO

of Canadian National Carbon Co., Limited

ONTARIO

*Window Display  
made up from  
Special Intro-  
ductory Order.*



TO DEALERS: Write name and address plainly below and mail to us for complete information about trial order proposition No. 21



# TOOLS

## and Iron Workers' Supplies

This old established house has always had an enviable reputation for Tools which grows with each succeeding year.

We invite your attention to a few outstanding lines:

### Victor Hack Saw Blades

These world-renowned blades are suitable for all purposes including Special Blades for work on Shell Steel.

*Write for particulars and prices*

#### Wiley & Russell

Spiral Fluted Reamers, Stocks and Dies, "V" and "U.S." thread.

#### Brown & Sharpe

Milling Cutters and Machinists' Fine Tools

#### Morse

Drills and Reamers, Gear Cutters.

#### Starretts

Machinists' Tools of every description.

*We are agents for U.S. Poultry Fence—write us for prices, etc.*

### LINES YOU SHOULD HAVE NOW

Below we name a few lines that will be in strong demand very shortly and advise prompt buying. Write us and we will gladly quote prices and furnish any information regarding them:

"Frost King" Weatherstrip, "Best" Weatherstrip, Brass Weatherstrip, Felt Weatherstrip (in different sizes), Snow Shovels, Sidewalk Scrapers, House Furnace Scoops, etc.

# Rice Lewis & Son

Limited

Toronto

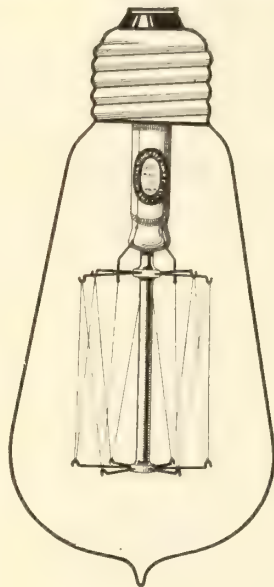
Ontario



# Be Prepared

more lamps than  
ever will be sold

# this year



Give your customers the privilege  
of buying the best by stocking

## BLUE LABEL

*the Tungsten Lamp of excellence*

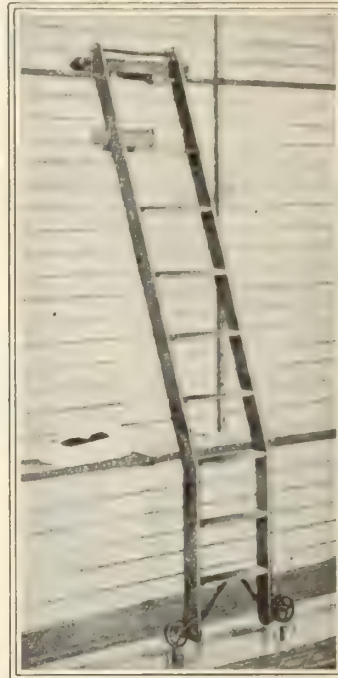
Manufactured by

The  
**Canadian Tungsten Lamp  
Company, Limited**

Montreal      Hamilton, Can.      Winnipeg

*Mechanics' Supply Co.*  
Quebec Agents

## MILBRADT LADDERS



Mean a saving of  
time and better ser-  
vice to your custom-  
ers by bringing the  
goods on the top  
shelves within easy  
reach.

They are durable,  
being made of the  
finest hardwood  
lumber; are per-  
fectly safe, as they  
cannot jump the  
track; take up the  
least possible space  
and run noiselessly  
and so easily that a  
slight push will pro-  
pel a ladder the  
length of an ordin-  
ary store.

Write for our complete  
ROLLING LADDER  
CATALOGUE, showing  
many styles suitable for  
all kinds of shelving.

**MILBRADT MANUFACTURING CO.**

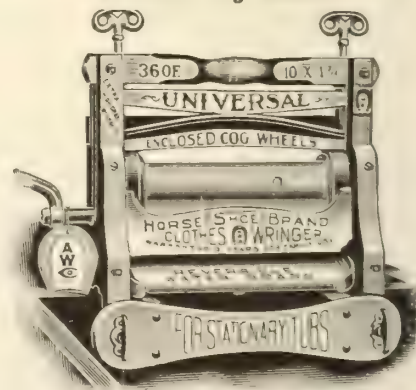
2400 N. 10th Street

St. Louis, Mo.

## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

*We make the largest variety of Wringers in the world.*

Send for our latest Catalog and Price List

## The American Wringer Co.

New York, U. S. A.



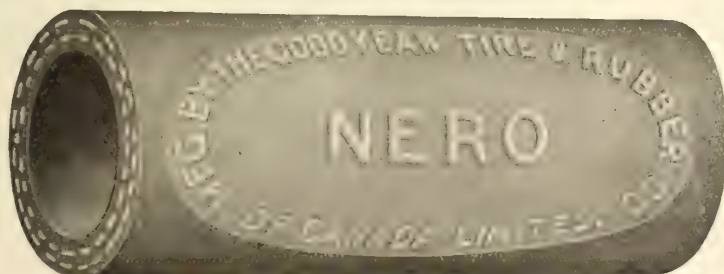
# Hose You Can Recommend

You can't afford to sell hose you will have to make excuses for later on. When your customer gets poor service from the garden hose you sold him, he puts the blame up to *you*. *You* sold him the hose, in fact you are the only individual he dealt with in purchasing that hose. He may tell himself that the manufacturer is also at fault—but he doesn't excuse *you* for selling him unsatisfactory hose.

Goodyear Garden Hose is made for service. You can safely recommend it to your customers without any fear of having to explain later on why it didn't give good service.

Goodyear Garden Hose is made in two styles—one is known as "woven" hose and the other as "wrapped" hose. Both styles are illustrated and described below.

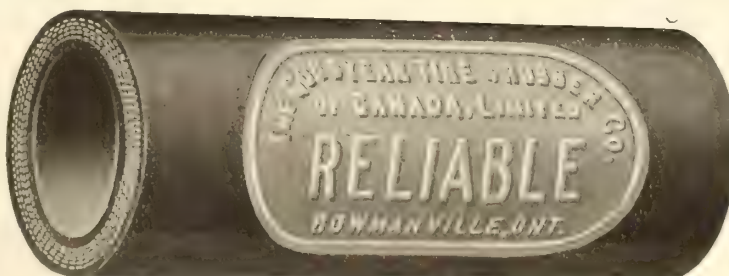
## Nero Woven Hose—Plain or Corrugated Cover



"Nero" is an absolutely non-kinkable hose. This feature is due to its special seamless construction. There are no joints, as the fabric is woven right in the hose itself by special machinery. Made any length up to 500 feet.

## Reliable Wrapped Hose—Plain Cover Only

The fabric in "Reliable" brand is cut on the bias and on the edges are *stitched* together—not just stuck. The cover is made to stand rough handling and dragging over abrasive surfaces.



## The Goodyear Tire & Rubber Co. of Canada, Limited

Head Office: Toronto, Ont.

Factory: Bowmanville, Ont.

Branches at Vancouver   Calgary   Edmonton   Regina   Winnipeg   Hamilton  
Toronto   Ottawa   Montreal   St. John, N.B.



## The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good  
Sale for Them*

Manufactured solely by

**Gutta Percha & Rubber, Limited**

Successors to

**The Gutta Percha & Rubber Mfg. Co. of Toronto Limited**

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER

## Hercules



## Step Ladder

## Stratford Step Ladders Lead in Serviceability

We manufacture a variety of styles for painters and general use, which are guaranteed to give the very best service. We also make any special shape or size ladder to suit your trade. Try the Stratford Line—they are made to earn your approval.

*Catalog of our lines on request.  
Better have one for your files.*

## Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn Camp, and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

## MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the Dominion. To dealers only.

# "TIGER" WHITE LEAD

*The Lead With the Spread*

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

## The Steel Company of Canada, Ltd.

HAMILTON MONTREAL TORONTO WINNIPEG  
VANCOUVER VICTORIA HALIFAX ST. JOHN





## Presto Specialties

All "Presto" electric battery hand lamps have movable reflectors pivoted so that the light can be thrown at any angle. Tungsten bulbs and powerful reflectors that give a maximum efficiency and long life. All lamps use common No. 6 dry batteries and are sold either with or without these batteries. We also manufacture "Presto" electric cigar lighters, inspection lamps, dash lamps, electrical connectors and lamp sockets for wiring autos.

**DEALERS**—Here is your opportunity to add a line of quick selling useful specialties. We give big discounts to Canadian houses. Get "PRESTO" hand lamps, the cheapest and best. Write for quantity discounts and catalog of full line.

*Stock carried by many Canadian Jobbers, including:*

Canadian General Electric Co.  
John Millen & Sons.  
Canadian Fairbanks-Morse Co.

*Canadian Agents:*

ONTARIO—W. B. Morrow, of Toronto.  
MONTREAL—H. Wheeler, distributor for Quebec.

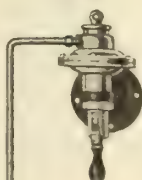
*Canadian Agents:*

MARITIME PROVINCES—Henderson & Richardson of Montreal.  
MANITOBA—W. S. Mussett Co., Winnipeg.  
SASKATCHEWAN & ALBERTA—Live agent wanted to call on electrical, hardware and automobile trade.  
BRITISH COLUMBIA—Live agent wanted to call on electrical, hardware and automobile trade.

Manufactured by

**Metal Specialties Mfg Co., 730-738 West Monroe St., Chicago, Ill.**

The Distant  
Control



## The "STACK" Distant Control System

*gives control of the water heater  
from any part of the house*

It is an attachment (supplied with the Stack Heater) that enables you to light the gas from your kitchen or bathroom or bedroom, even if the heater is located in the basement. If you are downstairs (at the heater) and want hot water for the laundry or any household purpose, turn on the control at that point, and the heater is instantly in operation.

IT FILLS A LONG-FELT WANT FOR A LOW-PRICED AUTOMATIC CONTROL AND FOR THIS REASON IT WILL BE IN BIG DEMAND

## Stack Water Heaters

Are guaranteed to produce more hot water for a given quantity of gas, and to last longer than any other copper coil heater of equal capacity made.

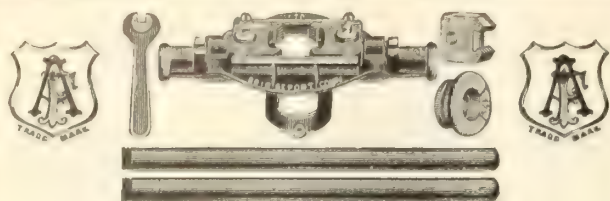
DROP A LINE FOR FULL DETAILS

**Jas. Morrison Brass Mfg. Co., Limited**

93-97 Adelaide Street West, TORONTO



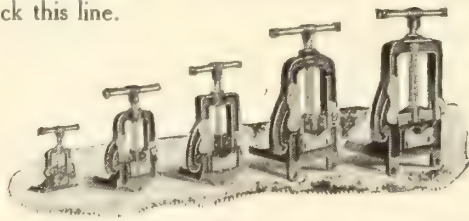




GENUINE

## ARMSTRONG STOCKS & DIES

are so well known to the steam and gas fitting trade that it is to every hardware dealer's advantage to stock this line.



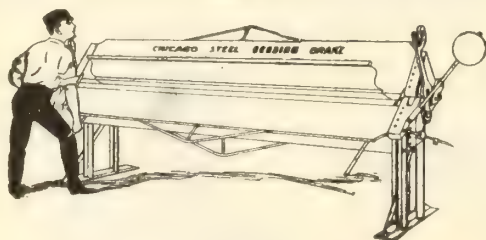
**MALLEABLE IRON HINGED PIPE VISES**  
WATER, GAS AND STEAM FITTERS' TOOLS

*Write for Catalogue TO-DAY*

**The Armstrong Mfg. Co.**

333 Knowlton St. Bridgeport, Conn.

Manufacturers of Water, Gas and Steam Fitters' Tools



THE

## Chicago Steel Bending Brake

**In One of the 200 Sizes  
will Save Money for You**

Your sheet metal department will turn over more profit by the use of the

**Chicago Steel Bending Brake**

One man can operate with ease, and it produces a great amount of work with uniform accuracy in wonderfully fast time.

You needn't rely upon our judgment or yours. The judgment behind the employment of over ten thousand in the U. S. is our reference.

*Literature upon request.*

**The Steel Bending Brake Works**

Chatham, Ontario

LIMITED



## "YANKEE" VISE

No. 1993

**WITH SWIVEL BASE**

*A Great Little Vise  
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws  $2\frac{3}{4}$ " wide,  $1\frac{7}{8}$ " deep,  
opening  $3\frac{1}{8}$ ", Base  $7\frac{1}{2}$ " long.

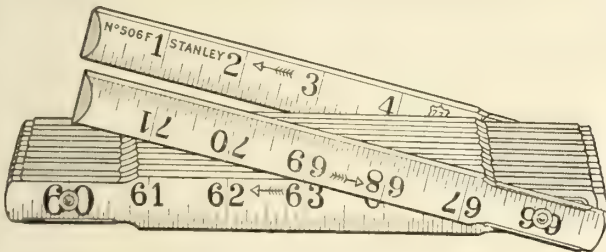
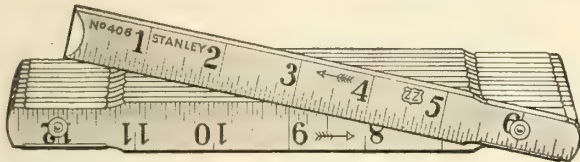
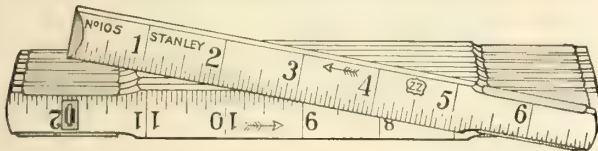
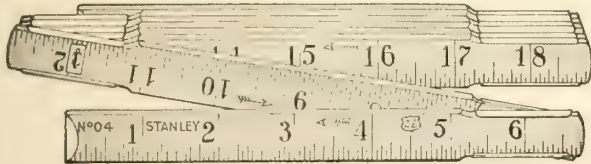
*Your Jobber will supply you*

**NORTH BROS. MFG. CO.**

PHILADELPHIA, PA.



# Stanley Tools



## "ZIG ZAG" Rules

The term "ZIG ZAG" as applied to folding rules made of flexible wood is a trade-mark belonging to this Company. This trade-mark is stamped on the rules either at full length or in its abbreviated form "ZZ."

The Joints used in "ZIG ZAG" rules are made in two distinct styles, the Concealed Joint in which there is no hole through the wood, and the Rivet Joint in which the rivet is carried through both wood and joint. Both styles contain a stiff spring which holds the rule rigid when open, even in the longest lengths.

Several other patented features add special value to the Stanley and Victor rules.

Made in all standard lengths and finishes.

Be sure your stock of Folding Rules all bear the name "ZIG ZAG" or "ZZ."

MANUFACTURED BY

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.



## "File Filosofies"

- 1st—Handle a line of Files that meets every demand.
- 2nd—Demand Absolute Uniformity. (One poor file may lose trade you've spent years to get and hold.)
- 3rd—Insist on Big Factory Stocks. (That means big business on small shelf-stock.)
- 4th—Consider the Superiority of 50 years' experience.
- 5th—Realize the Accuracy of five great modern plants.
- 6th—Think of the Economy of a 60,000,000 yearly output.
- 7th—Bear in mind the Uniformity of complete control of every manufacturing process.
- 8th—Get the benefit of a continuous advertising campaign—reaching all the people all the time.
- 9th—Sell "Made in Canada" Files—and keep both goods and money at home.
- 10th—Teach your trade to **use more files.**
- 11th—Handle and push one of the "Famous Five":

**KEARNEY & FOOT**  
**GREAT WESTERN**  
**AMERICAN**  
**ARCADE**  
**GLOBE**

(Made in Canada)

**NICHOLSON FILE COMPANY**  
Port Hope      Jobbers Everywhere      Ontario



# CHICAGO

## SPRING BUTTS

### DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

**Chicago Spring Butt Company.**

CHICAGO



NEW YORK

Send for Catalogue S29

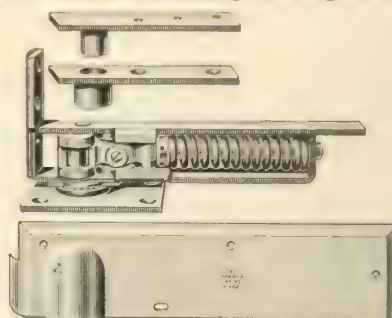
# BOMMER

## Floor Surface Spring Hinge

Release and Holdback Features  
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

**Bommer Bros., Manufacturers, Brooklyn, N.Y.**

Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

## BATH ROOM FITTINGS

That you will be proud of

*Write for our latest prices*

These are  
MADE IN CANADA  
by

**Kinzinger, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.



Step Ladders, Ladder Chairs, Lace Curtain Stretchers, Ironing Boards, Tub Stands, Folding Beds, Chairs, Tables for Camps, Perforated Chair Sets.

You will save money by learning our prices before placing your Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO.









## There's Quality in Meakins' Brushes

*Quality* that beats competition and puts *more profit* on your books.

Sixty-three years of *honest Paint and Varnish Brush making* has developed a reputation for *Meakins' Brushes* that constitutes a *valuable asset* for the dealer who sells them.

Write your Jobber for Prices

**Meakins & Sons, Ltd.**  
Hamilton, Ontario

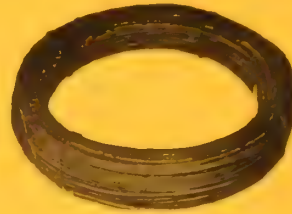
Warehouses: TORONTO, LONDON and WINNIPEG  
Meakins' Brush Co., Limited, Montreal



## Laidlaw Baling Wire and Bale-Ties

*are sure to give satisfaction*

Up to  
Gauge



Best  
Grade

10 per cent. stronger than any other Baling Wire. Made from the finest quality Bessemer Rods by our own process.

We also manufacture  
**Wire Nails and Staples**  
ALL THE STANDARD SIZES

*Let us send you our prices*

**The Laidlaw Bale-Tie Co.**

HAMILTON, ONT.

Limited

Geo. W. Laidlaw  
Vancouver, B.C.  
H. E. O. Bull, Montreal

Harry F. Moulden  
Winnipeg, Man.  
A. T. Diggins, Stair Bldg., Toronto



WHEN  
THE CUSTOMER READS

**DU PONT**

On The Shell Box

NO ARGUMENTS ARE  
NEEDED TO INDUCE  
HIM TO BUY

BY EXPERIENCE, or observation of others using this dependable powder, your customer has acquired a preference for this widely known powder.

### SIMPLIFY YOUR STOCK

by specifying DU PONT, for Smokeless loads and DU PONT RIFLE for Black Powder in shell or bulk. Do this and tie your store to our continual and effective promotion of trapshooting. Sell the customer DU PONT LOADS. Make a quick, safe and sure sale.

*For Powder Booklets, Trapshooting Club Helps  
Hangers for Display, Advertising Aids  
or Any Information About Powders  
For Any Requirements  
Write Dept. 499*

**E. I. du Pont de Nemours & Co.**

Powder Makers Since 1802

WILMINGTON, DEL., U.S.A.

Push for Farmers' Trade this Fall



# Now is the time your Customers are looking around for Fall hunting supplies



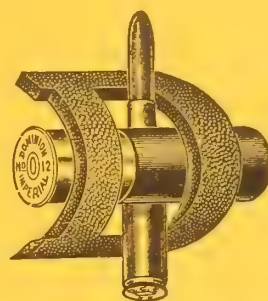
A store well stocked with Guns, Ammunition and Camp equipment, attractively displayed, will get the business. The *Dominion* window trim will help you bring the trade to your counters. If you have not received your supply of *Dominion* advertising, let us know so you can be in on the prize contest, which is fully explained in the envelope enclosed with the advertising matter.

The *Dominion Canuck* is a shot gun shell which combines speed—power and penetration to give absolute shooting satisfaction. The perfect smokeless shot shell. You know the *Regal*, *Sovereign* and *Crown*.

STOCK CANUCKS THIS FALL AND WATCH YOUR SALES INCREASE



**Dominion  
Cartridge  
Co., Limited**  
120 St. James St.  
MONTREAL



## Davidson's STOVE BOARDS



OUR Seamless Stove Boards, with Seamless Corners, are made of the best material. The designs are exceptionally attractive, as our ample facilities for lithographing enable us to furnish goods of the highest grade of excellence and artistic design.

They can be supplied in seven sizes, both oblong and square and wood lined or paper lined.

Write us for prices. Mail orders given prompt attention.

**The Thos. Davidson Mfg. Company, Limited**

Toronto

Montreal

Winnipeg

Push for Farmers' Trade this Fall



# SELL MARTIN-SENOUR PAINTS AND VARNISHES

**Made in Canada but Sold on Merit**

and you'll give satisfaction that will cinch the future orders of the best painters and largest paint users.

You'll increase your sales in all other lines through the prestige you establish and from the greater number of customers who will be attracted to the Martin-Senour exclusive agency store.

## **Ask the man who sells them**

Not the least interesting feature is the extensive Advertising and Sales Promotion campaign especially arranged to Aid our Dealer Agents. It comprises effective ideas in Interior and Exterior display, Mailing campaigns, Follow-up systems. In fact, nothing left undone to boost your sales.

Our message of quality and value in Martin-Senour products reaches nearly every possible user in Canada through the mediums of the largely circulated Daily and Weekly Press, Magazines, Farm and Religious Journals, etc.

**Drop a card for proposition**



*The* **MARTIN-SENOUR** *Go.*

LIMITED  
PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG  
HALIFAX • LINCOLN • TORONTO



- ¶ The buyers in strongest position to buy whatever they want are the farmers.
- ¶ The farmer depends almost entirely on the advice of his hardware merchant as to whose goods he will buy.
- ¶ It will pay hardware retailers to concentrate on the farm trade.
- ¶ It will pay manufacturers to specialize in selling farm trade lines through the hardware dealers.
- ¶ To influence the dealer an aggressive campaign should be carried in the farm trade insert of the Canadian Hardware Journal.

**Push for Farmers' Trade this Fall**



There are five calls for this Alabastine package to one for any other brand, and most people are willing to pay the full price, 50 cents. Why not give them what they want and get the full profit.

Alabastine  
Quality  
advertises  
Our  
Goods



Alabastine  
advertising  
advertises  
your  
store

### *The 1916 advertising features are:*

A new edition of Homes Healthful and Beautiful, with 17 new illustrations in four color work. ¶ We will equip every Alabastine dealer this year with free stencils; a complete new window trim; large hand decorated panels in Alabastine tints; new lithographs; new counter show cards—everything to show how simple and easy it is to get correct wall decorations with Alabastine.

**The Alabastine Co. Paris, Limited, Paris, Ont.**

**Push for Farmers' Trade this Fall**



# Enterprise Fireplace Goods



No. 20 Coal, Open Grate 16 Tile

We make everything you need in this line and have a large assortment of designs to choose from.



No. 57—Portable Basket

Both Goods and Prices Right. Catalog No. 5 shows the complete line. *Write for a copy.*

**Enterprise**  
FOUNDRY CO. SACKVILLE, N.B.

## The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street  
Toronto

52 Canada Life Building  
Montreal



## If a Farmer Came into Your Store

and saw a "WRIGHTLIGHT" Lantern, the chances are he would buy it with a little urging. It is the brilliant light they give that sells them.

Fill them only once a week, clean them only once a year. A lamp for every purpose, the most complete line of lanterns on the market.

Merchants not handling them are overlooking a profitable specialty. Used about the store they attract attention. Every one sold makes an enthusiastic friend who talks them up and sends customers to you for others.

The reason for this is their brilliant and economical light. They are the safest lantern made. No danger if upset or dropped. Roll a lantern around in the straw with perfect safety. Must be seen to be appreciated.

**E. T. Wright Co., Ltd., Hamilton, Canada**

**Push for Farmers' Trade this Fall**



# Appearance plus Efficiency

The way it works out under the brush reveals

## Brandram's B.B. *Genuine* White Lead

as the perfect White Lead, smooth, fine and easily spread, with great covering capacity. It has a very beautiful appearance, imparting a brilliant white finish of extreme durability.

The sale of this White Lead is increasing throughout the Dominion, and those dealers in a position to sell White Lead will find this the most profitable stock to handle.



### BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Push for Farmers' Trade this Fall



Made in  
La Salle, Ill  
by  
Westclox



### *Over Three Million in Profit*

**B**IG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$1.95 each. In broken lots, \$2.05 each. Less 2%. Retail Price in Canada, \$3.00.

**Push for Farmers' Trade this Fall**



# Getting After the Farmer for Fall and Winter Business

*The big crops of 1915 will give the agriculturists of Canada a greater purchasing power, far in excess of any previous year in their history. Their total revenue is estimated at a billion dollars. An ideal time for the hardware dealer to devise ways and means of getting the business of four million people living on about eight hundred thousand farms. Some suggestions for doing so.*

By W. L. EDMONDS

THE Canadian farmer is an important man. To the retail merchant he is particularly so, for he is, taking it all round, his best customer.

Someone with a penchant for figures has estimated that 90 per cent. of all the merchandise that passes over the counter of stores located in country towns and villages is sold to the farmer. Whether or not that estimate is within the mark does not matter. We all know

the Dominion. If this estimate turns out to be approximately correct, it means an increase of \$150,000,000 to \$200,000,000 in the crop value of the country.

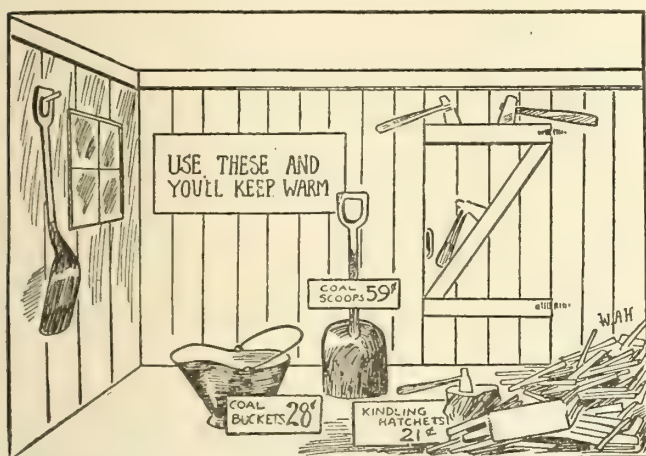
## A Billion Dollar Revenue

If we add to the value of the field crops the sums which they will receive for dairy products, fruits, vegetables, live stock, eggs and other articles, one can quite reasonably place at a billion dollars the aggregate value of the revenue which will this year come to the farmers of Canada.

A billion of dollars is a lot of money. Even Rockefeller, who is said by some authorities to be pretty close to a billionaire probably could not tell us what it means. For a billion, like complete goodness, is something the human mind cannot grasp. Most of us, from actual experience, will probably never be able to grasp the import of even one-tenth of that sum.

One thing, however, we can all grasp, and that one thing is that the purchasing potentialities of the farmers of Canada are greater this year than they ever have been.

That the whole of the revenue the farmer receives is not directly available for the purchase of merchandise is, of course, well understood. There are interest and payments of principal on loans and wages and other charges to be deducted. But that the great bulk of it will be available for merchandise is equally certain.



Suggested window trim of fall goods, from "One Hundred Easy Window Trims."

without having to be told so by statistics that the farmer is the country's big buyer.

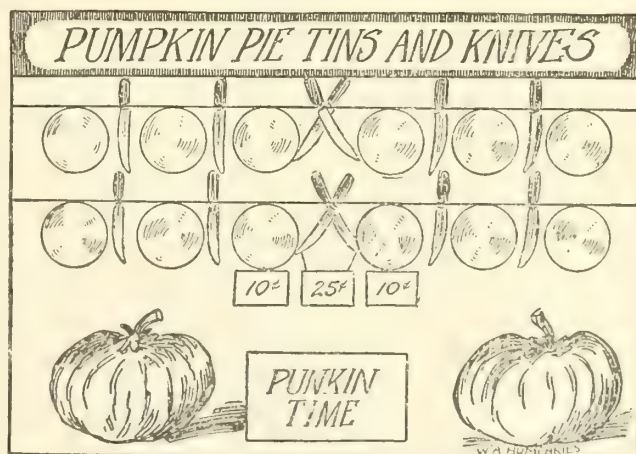
There was, when the last census was taken, in 1911, a rural population of nearly four millions, while the number of farms was 714,646. Over 88½ per cent. of the farmers owned the land they occupied. The land actually occupied was 109,777,085 acres, and the value of farm property, including buildings, live stock, implements, etc., was \$4,224,695,387. During the four years which have elapsed since then there must have been an all round increase.

But that which the retail merchant is most interested in at the moment is not so much the value of what the farmers of Canada in the aggregate possess, as the potentialities of their purchasing power.

## The Farmer's Increased Purchasing Power

That this purchasing power is, in this the Fall of 1915, greater than at any time in the history of the country, there can be no doubt.

Last year, thanks to the war prices, the aggregate value of the products of the Canadian farms was the largest in the history of the country. But this year the record will be again broken. Although the actual extent to which it will be broken will not be known until the Statistical Bureau has issued its annual statement, yet, based upon the preliminary figures which have been issued regarding the principal grain crops, experts are estimating a total value of between seven and eight hundred million dollars for the field crops of



Suggested window display of knives and pie plates, from "One Hundred Easy Window Trims."

It is also equally certain that the amount so available will this Fall and Winter be much larger than usual.

## Relation of the Hardwareman and the Farmer

From this happy condition of affairs no class of business men is likely to gain more than the hardware merchants.

This being the case, it naturally follows that the time is more than usually opportune for the hardwareman to prepare his plans for obtaining the best possible



benefit from the situation which the good crops have created.

Business that comes without being sought is good. But business that is sought is better, because it is larger. In other words the volume of business that comes to a store is proportionate to the efforts that are put forth to get it. The dealer who sits in his office all day lolling his time away with a pipe in his mouth



Ready for the fall farm trade. Interior of J. G. Edwards' store at Lindsay, Ont.

will always get some business—at any rate as long as he remains in business.

Just as it is the farmer who employs the best and most progressive methods of cultivation who as a rule reaps the best crops, so it is the retailer who employs the best and most aggressive business methods who, as a rule, sells the most merchandise.

During the last year or two a good many merchants were naturally deterred by the general adverse trade conditions from employing their usually aggressive methods in search of business.

But whatever may have been the influences of the past the conditions of to-day warrant a return to the aggressiveness of normal times.

### Opportune Time for Getting After Farmer's Trade

"Don't throw your hook where there are no fish," says a Chinese proverb. The merchant who this Fall and Winter casts his hook for a little more business is not likely to be disappointed if it is properly baited.

For a year or two the farmers of this country have been practising economy to an extent probably greater than ever before. They have, as every business man knows, been buying as little as possible. In many instances they have imagined even necessities to be luxuries, and gone without them. With a bountiful crop, such as that which has this year followed upon the heels of such a valuable one as they garnered last year there can be no doubt regarding the ability of the farmer to increase his purchases. No one is in a better position than the retailer to impress this fact upon him. He has the factors at his command if he will employ them. And now is the psychological moment to put them into operation.

### Studying the Field

The first thing every merchant should do is to study his field. He cannot get an adequate grasp of its potentialities unless he does. All fields are not alike. Neither have all been cultivated to their limit, any more than the average farm has been.

Any hardwareman who will sit down with his clerks and study the needs of the different farms that are in

his locality will realize that there are potentialities for new business far beyond his conception.

It is no exaggeration to say that there is not a farm in any district in Canada that is not in need of something which the average hardwareman carries in stock.

### The Farmer's Necessities

If the barn or stable does not need metallic roofing or siding, it may need paint. And if it does not need either of these it is almost certain to be deficient in something else.

Then there is the farmhouse. If it doesn't need paint, eavetroughing, or something else of an exterior character, then it is safe to speculate that the interior needs something, either in the shape of a stove, paint, builders' hardware, pots and pans, sweepers, lamps, lanterns, pocket flashlights, or cutlery. A need for carpenters' tools could probably be discovered on every farm. The farmer who keeps an automobile or a gas engine is also worth bearing in mind as a purchaser of oils and accessories of various kinds. It would probably be found, if investigation was made, that nearly every farm is in need of wire fencing, wire, or gates. In fact, one hardly knows either where to begin or where to end.

It is, of course, inconceivable that a dealer can from personal investigation, either on the part of himself or his clerks, ascertain the needs of every farmer in his locality. It would be impossible to fully ascertain the needs of even a single farm. A great deal of information can, however, undoubtedly be obtained by observation.

### Making the Farmer Realize His Necessities

But, after all, the most important thing to do is to bring to the mind of the farmer and his wife a realiza-

CREEPER & GRIFFIN LIMITED		
Notice—Our Toyland Opens on December 6th THE HARDWARE MEN		
<b>A Strong Combination is a Boy and a Rifle</b> <p>The price made up only \$12</p>	<b>Make It a Point</b> <p>Liquid Varnish 2 cans 25c and 50c</p>	<b>Stop Wasting Time and Energy</b> <p>The Ideal Home is Not Complete</p>
<b>The Sanitary Sweeping Compound</b> <p>Price per can 35c</p>	<b>The Thoroughness Behind Atkins Quality</b> <p>Price each 75c and 1.00</p>	<b>At Little Cost You Have a Genuine Truss</b> <p>Price 40c, 50c, 75c, 1.00, 1.25, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00</p>
<b>Have You Ever Bought White Enamel That Was Yellow</b> <p>1 pint 40c, 1 quart 75c, 1 gallon 1.50</p>	<b>Something That is Absolutely Needed</b> <p>Price 3.75</p>	<b>When Skidding Logs</b> <p>Price per animal, according to size, 25 and 35 cents</p>
<b>Second Hand Stoves</b> <p>Price range from 25 up</p>	<b>The Best Way to Make the Best Bread</b> <p>42.00, 45.00, 48.00</p>	<b>This is the Season of the Year</b> <p>Price each 1.75</p>
<b>When You Compare Roofing Prices</b> <p>Standard grade 2.25, Heavy grade 2.75, Extra heavy grade 3.25</p>	<b>The Newest Feature in the "Joy Shave"</b> <p>Value the world over at \$2.00</p>	<b>32 More Buying Days Until Xmas</b> <p>Price each 25.00</p>
<b>You Don't Know the Real Advantage</b> <p>The price made up only 25 cents</p>	<b>Hurrah! All the Dirt Goes</b> <p>1.00, 1.25, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00</p>	<b>We Endeavor to Give Good Values</b> <p>Price 1.00, 1.25, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00</p>
<b>Goods You Can Trust are Worth While</b> <p>Price per set 1.00 and 1.50</p>	<b>This is Stove Piping Season</b> <p>Price per length, upon order 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00</p>	

Owen Sound's Leading Hardware and Stove Store

How an Ontario hardware firm advertised for fall farm trade, taking page space in local daily.



tion of their necessities. And for the accomplishment of this there is no dearth of mediums.

And the most potent of these is the advertisement.

The word "advertisement" in its widest sense covers a great deal. It covers the advertisement in the newspaper, the catalogue, the folder, the poster, and the letter. Even the window display in its final analysis is an advertisement.

All these forms of printed matter are good, and where possible all might be used.

### Methods of Advertising

For wide publicity there is nothing to beat the newspaper. It travels far, and each copy is usually read by more than one person. Its influence is also, as a rule, greater than that of any other medium, and is read by the hired man as well as by the farmer, by the sons and daughters and hired girl, as well as Mrs. Farmer.

A printed sheet the size of the page of the ordinary newspaper, and mailed to surrounding homes, is a good thing, either supplementary to the newspaper advertisement or as a substitute thereof. Emerson & Fisher, St. John, N.B., and Weichel & Co., Waterloo, Ont., are among the firms I can recall who have done some most effective advertising in this way. In sheets of this kind it is well to use a calendered paper, as it shows half-tone engravings to better advantage than the ordinary news print.

Still another effective method is to get up a little booklet of four, eight or more pages either 8 by 6 or 10 by 8 inches, and distribute among the residents of town and country. Martin, Finlayson & Mather, Limited, Vancouver, occasionally get out a booklet about

the size of the former. It is simple, yet neat, attractive and effective. For a special campaign such as that of getting after the Fall and Winter business of the farmer it is an excellent scheme.

Of course, it is taken for granted that in either of these three forms of advertising enumerated illustrations will be freely employed. And as they can be readily obtained from both manufacturers and whole-



Interior of H. R. Smith's, Cobourg, Ont., hardware store. A welcome always given the farmer.

salers as a rule it is a practice that can be employed with little cost.

### The Use of Window Displays

It naturally follows that in a campaign such as that suggested for specifically interesting the farming community special attention should be given to the window displays. They should accord with the spirit and purpose of the campaign, and in order that full justice be done and the various seasonable lines may have their share in the display the windows should be changed frequently.

Both in regard to the advertising and the window displays better results will be obtained if the campaign is mapped out well ahead, so that clerks and all concerned can be acquainted with the details for each week, or for shorter period, if necessary.

This, of course, implies consultation between the merchant and his clerks when the plans are being developed.

### Inaugurate Demonstrations

That it would be a good time in connection with a campaign of this kind to inaugurate a series of demonstrations is self-evident. During these demonstrations it would be a good thing to serve coffee with rolls or toast. This would be particularly applicable to a stove demonstration. Possibly a miller might be induced to co-operate by supplying the flour, and a grocer the coffee.

### Employ the Rural Mail Delivery

It ought to be also possible to use the rural mail delivery system. Two years ago there were 1,865 of these routes, with 65,000 boxes in position at as many farm gates. This number has since been greatly increased. During last year alone 940 new routes, on which 48,000 boxes were placed, were added.

The Fall is here, and the sooner the plan of campaign is worked out the better naturally will be the results.

The store that prospers is not the one that can write the most seductive, misleading advertisements; it is the one that advertises honestly and sells honest, as-represented merchandise.

MARTIN, FINLAYSON & MATHER, LIMITED

### Every Home Needs These



You need a Russian Food Chopper nearly every day, for cutting soups, vegetables, bread and butter, coarse or fine, for soups, stews, salads, puddings, etc.

It is easy running, cuts fast and clean, and stays sharp. The Russian is easy to clean, being hung up in the middle and the run off right out. Simply hold on for hot water tap and wipe dry. It has many other good points not found in other choppers. Come and look it over whether you are ready to buy or not. Three sizes \$1.75, \$2.00 and \$3.00.

#### A Reliable Scale

A Reliable Scale should be in every home for weighing babying materials, for checking the weight of the meat, vegetables, etc., you buy, and a dozen other uses. Here are some good ones at easy prices:



Family Scales—Very reliable and handy, weighing up to 24 lbs., with square platform top. \$2

With scoop . . . \$2.25

With platform and scoop \$2.50

Spring Balance Scales with Canadian Govern.

1 lb. capacity 50c

2 lb. capacity 75c

5 lb. capacity 1.00

10 lb. capacity 1.50

20 lb. capacity 2.00

30 lb. capacity 2.50

40 lb. capacity 3.00

50 lb. capacity 3.50

60 lb. capacity 4.00

70 lb. capacity 4.50

80 lb. capacity 5.00

90 lb. capacity 5.50

100 lb. capacity 6.00

120 lb. capacity 7.00

150 lb. capacity 8.00

200 lb. capacity 10.00

250 lb. capacity 12.00

300 lb. capacity 14.00

350 lb. capacity 16.00

400 lb. capacity 18.00

450 lb. capacity 20.00

500 lb. capacity 22.00



#### Much Money is Saved

by handy people who repair the family boots, shoes and rubbers with one of these ECONOMY COBBLING OUTFITS. Each one includes an iron last stand, three sizes of reversible last, shoe hammer, shoe knife, peg awl, sewing awl, stabbing awl, wrench, nails and complete directions. A complete repair shop for \$1.00.

#### For Window Cleaning

One of the quickest, easiest and most satisfactory methods is to use one of these Window Brushes. Good ones at 50c to \$1.00.



Long Handles 4 ft. 15c 5 ft. 25c

Hat and Coat Hooks—

Nicely Capped, per doz. 10c

Nicely Plated, per doz. 25c

Coat Hangers 10c, 15c, 25c

Pant or Skirt Hangers 10c to 35c

### Don't send for the Plumber

Don't send for the Plumber when you have a choked bath basin or sink. Just have one of these Handy Andy's. It will more than pay for itself the first time used.

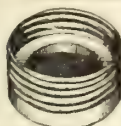
One size . . . . .50c

Simplex, larger size, better rubber, takes attached . . . . .90c

Handy Andy, high grade rubber and bell shaped, ensuring easy, rapid action. Handle attached as shown . . . . .90c



#### Does Your Water Tap Splash?

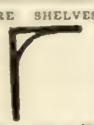


Here is the cure for it. Slip this aerator onto the tap and a drop of water will come out as a fine mist, saving the water at 25c. Our price, each 10c.

Filter, with . . . . .25c  
Hygienic Filter, with . . . . .50c

#### A FEW MORE SHELVES

Justly come in handy, and are easily put up with these Shelf Brackets. All sizes.  
Japanned, per pair 10c to 50c  
Antique Copper, Bronze or Nickel Plated, per pair 20c to 1.50



Vancouver hardware dealers get out an illustrated catalogue to get the farmer's business—a sample page.



# Lines That Attract Women Buyers to the Store

*Broaden out and cater for women's needs in the home—Sidelines profitable and productive of sales—Instances of what can be done*

Written for Canadian Hardware Journal By F. L. EDMAN

THERE is no longer any question as to the wisdom of cultivating the trade of women. It is a generally conceded fact that women do more buying than men, and it is likewise admitted that they buy much more freely. Therefore is there any good reason why the hardwareman should not make a special effort to attract this class of trade?

In this connection much has been said as to the necessity of clean stores, well-arranged stocks, and courteous clerks. All these are essential. Women dislike dirt and disorder, and they will not tolerate discourteous salesmen; but, granting the importance of all these things, what is more essential than that you have goods which interest women and that you thoroughly acquaint them with this fact. You must make direct appeals to them, calling attention, in every practicable way, to such commodities as are designed specially for their service. You cannot hope to attract many women buyers to your store if your show windows and advertising matter are devoted exclusively to builders' hardware, saws, hammers, etc.

Do not stick strictly to hardware staples. You must broaden your field if you are to stay in the game along with your fast-moving competitors. Each year there are placed on the market a number of meritorious, profit-producing commodities which mean larger profits and increased patronage for the progressive dealer who stocks and pushes same.

"I find my glassware department has done much to get women into my store," says one hardware merchant; "in fact, I feel that it has made me more women customers than any other single line I ever added. Most any woman can be induced to buy anything which appeals to her sense of beauty, and it's hard to imagine anything more pleasing to the eye of the average woman than a nice array of high-grade glassware. She immediately sees how various pieces would enhance the appearance of her home, and a few timely suggestions from a tactful salesman are usually sufficient to land an order.

"I lost no time in gaining effective publicity for my glassware department. The first thing I did was to arrange a neat window trim, showing a table decorated with some of the handsomest pieces I had in stock. Suspended over the table was a magnificent dining-room lamp, and, altogether, the display was a beauty. It served the purpose of halting women in front of the store and bringing many of them inside. However, I was not content to stop at this; in addition, I sent out personal letters to a long list of women prospects, inviting them to come and see our line of glassware, and I also made good use of the telephone in keeping after those who were slow to respond."

The kitchen cabinet is an item that can profitably be handled in the hardware store, and one which can be depended on to bring women to the store, if properly advertised.

The duties of the housewife are a great deal more strenuous than the average man imagines, and any commodity you can offer her, backed by the argument that it will materially conserve her time and energy,

is pretty apt to find a ready sale. The kitchen cabinet does this. It is a real helper to the busy housewife. It concentrates her work in one spot. Nearly all the articles needed in the preparation of a meal are placed within easy reach, and yet the cabinet occupies only a very small space. Kitchen work is actually reduced one half by the use of this modern convenience. Hard work is made easy and pleasant, and many hours are added to the leisure time of the housewife. Explain all these things to the woman prospect, further impressing on her exclusive qualities of the line you sell, how well each cabinet is made, how long it will last, etc. Display a cabinet in your window, showing various articles in their proper places. This will get attention, and, at the same time, demonstrate the utility of this commodity.

By all means use illustrations in connection with your newspaper publicity, for in advertising an article of convenience, such as this, pictures always add materially to the effectiveness of the copy.

Study the kitchen cabinet from the viewpoint of the prospective buyer. Get women's ideas as to what features a cabinet should possess to be of greatest possible service, and then see how many of these desirable features are embodied in your product. In each instance, where your product meets an expressed need you have uncovered a vital selling point. Work up your sales talk in this way, and you will soon have an argument that defies objections. Then whenever a woman enters your store who is a possible prospect, avail yourself of the opportunity to practise your selling talk. Some handsome returns will be your reward.

Then there is the vacuum sweeper. For a great many years the broom afforded the only method of sweeping floors. Pushing a broom is hard work, and by no means is this method of cleaning satisfactory; too much dust and dirt is sure to escape the broom.

The invention of the carpet sweeper did away largely with drudgery of sweeping, but it left much to be desired in the way of effective cleaning.

For a long time a need was vaguely felt for some commodity that would combine ease of operation with thorough cleaning properties, and some enterprising genius finally arose to the occasion and pushed to the front the vacuum sweeper, which is meeting this demand to a nicety. The much-dreaded housecleaning season holds no terrors for the housewife who owns a vacuum sweeper. She knows that this task can now be accomplished with ease and much more effectively than by old-time methods.

A broad field is here opened to the hardware man, but, to realize maximum results, he must expect to do considerable educational work. As yet women are not as familiar with the vacuum sweeper as they should be. They know comparatively little about it and are somewhat slow to credit the claims made for it, which, it must be admitted, do sound a little incredulous to the uninitiated. For this reason a demonstration is almost invariably necessary. People must be convinced by

(Continued on page 36)

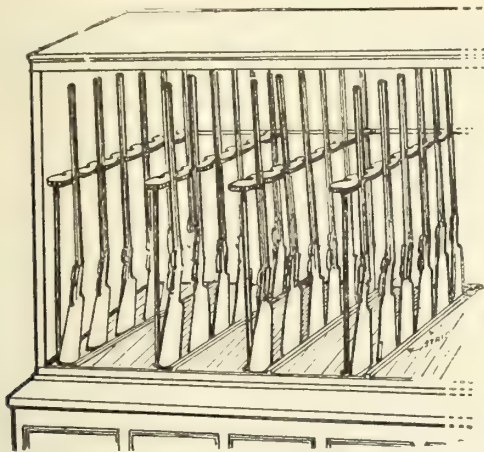


# Methods of Canadian Hardware Dealers to Provoke Sales

*Value in staff conferences—Want book—Using the front of counter—Plaster as a sideline*

THE "get-together" spirit is becoming more and more noticeable in the retail trade. It is showing itself not only in associations of retail dealers, but also in conferences of sales staffs, although the latter have not been taken up in the manner which their value warrants. Therefore, there is much room for development, particularly in the hardware business, where their value has not been realized, and where they have not been tried out to any great extent.

These conferences can be held for different purposes. Sometimes it is so that the clerks may confer on



Compact and neat home-made gun display case.

methods and plans that will stimulate sales. The men behind the counter frequently have some good ideas for getting more trade, and at these conferences an opportunity is afforded to suggest them. In addition, it causes clerks to take a deeper interest in the business, as they feel that they are factors in the building of it. They begin to feel that they are important spokes in the business wheel. They tackle their work with greater interest and enthusiasm, so that these conferences are valuable in the fact that they inject more pep into the sales staff, as well as bring out many good business suggestions.

## THE WANT BOOK

Those members of the hardware trade who attended the last convention of the Ontario Retail Hardware Assn. will likely remember the little talk that Adam Taylor, of Taylor-Forbes, Ltd., Guelph, gave in regard to the requirements of a retail store. He instanced particularly the advantage to dealers in having at hand a small blank book, in which to write down the "wants"—the goods called for and not in stock. Such a book is of great advantage to the dealer and his clerks, and its use is limited only to its adaptability.

## NOVEL USE OF COUNTER FRONT

In nearly every community there is at least one hardware dealer who has his own method of making use of his counter front for display purposes; and it is done to good effect, too. Some use it for paint display,

the tins lending themselves readily to neat arrangement; others use package goods of a seasonable nature. All of them are good. But we came across a man the other day who had display boards hinged to his counter, which, when raised, had a rod to keep the boards stationary, like a table. On these boards were fastened various small articles—taps, keys, locks, bolts, and many other things—samples of goods in stock. When not in use the board is allowed to drop down vertical. It struck the writer as a splendid idea. The goods are always in sight; can be sampled; and as they are price-tagged, and have stock numbers, so that clerks can get the wanted article immediately, it looked like one of the best silent salesmen we had seen for some time.

## PLASTER IN HARDWARE BUSINESS

The Sumner Co., hardware dealers, Moncton, N.B., some time ago opened a campaign advertising a certain brand of wall plaster. This being a somewhat unusual line for a hardware business they were asked about its adaptability, and their reply is that "we find this an excellent seller, and a good profit producer, superior to lime plaster. It is rapidly replacing lime in this section, and we have not the least hesitation in recommending it."

In J. N. McGregor's hardware store, at Oakville, there is a compartment display table for small low-



Combination silent salesman and bargain counter as used by S. B. McClung & Co., Trenton, Ont.

priced articles, which is as nearly dustless as possible. The frame holding the compartments has a wire-screen floor, through which the dust falls on to the table. Every morning the compartment is lifted off and the table dusted, the work of but a minute or two.



## Selling Sanitary Utensils

We have often wondered why hardware dealers do not devote more time to pushing and developing sanitary utensils. Take, for instance, the sanitary closet, an article with an almost unlimited possibility, as almost every resident in small towns where there are no waterworks can be sold, and every farmer is a good prospect for this line if the matter were only put up to them in a proper light.

When one considers the cold country we live in and the attractiveness of having sanitary conveniences right in the home, the dealer has a talking point that ought to enable any hardwareman with any reasonable amount of ability to make large sales of this line.

The line bears a good profit and is sold at a time of year when business is getting slack. For instance, if this article were illustrated in local advertising and exhibited in show windows during the fall and then followed up during the quiet months of January and February by placing one of the live clerks on a general canvass of all customers, taking samples right with him, so the sale could be made and article delivered at once, good business would result. A tinsmith or some handy man could be sent out to properly install them. This would give salesmen a chance to get in touch with customers in their homes, and if they were live wires no doubt the result would be many sales in other lines.

Manufacturers are prepared to back up the efforts of hardwaremen with literature to distribute or send out with their circulars, with suggested advertisements for local papers, and with free cuts for illustrating same.

From our experience we know the sale of this article can be enormously increased, says a large manufacturer of these goods. We have agents in small country villages selling fifty of these in a season simply because they push the line and get out after the business. It should be an easy proposition to sell, as we guarantee them and send them out on thirty days' trial, and the prices to hardware dealers this year are very attractive, so low that any of their customers can afford to install them.

We make a point of selling our goods, if possible, to hardwaremen, and while we have many of them handling this line we must confess we find it somewhat hard to get others to go after this business as it should be done. The Rowe lavatory is another article of great possibilities. While not as much of a necessity as the sanitary closet, it is a very great convenience, and brings to the country home city conveniences—running water on tap.

### Experiences of Hardwaremen

"My experience in the sale of sanitary closets and lavatories has been rather limited," said G. A. Binns, of Newmarket, Ont. "The closet I have found somewhat slow selling, as the bulk of their sales seems to be among summer residents at resorts, where the sanitary conditions are generally very poor. They can be used for a couple of months without much trouble. When this class of trade can be reached there could be a profitable trade worked up.

"The sale of lavatories has a much wider field, and if one is set in the store, when its usefulness and attractiveness is brought to the attention of customers, a very good trade could be done with farmers and summer residents, the price being within the reach of anyone and being in such shape that anybody can take one home and set it up. It should make a profitable

article to handle. Both, however, are articles that have to be properly introduced to make a success of them."

Other dealers, like O. T. Ballantyne, at Bruce Mines, Ont., have been handling sanitary closets and have found them a success.

### A SIMPLE METHOD OF ACCOUNTING

In keeping his customer's ledger accounts in check one bookkeeper used a series of consecutive numbers to designate each settlement, marking the number in a small check column opposite each of the debit and credit items covered by the payment.

These numbers did nothing more than identify the items. By making the numbers express dates, however, such as 7/12 for July 12th, he could tell at a glance the date each charge was paid without having to look for the corresponding number on the credit side.

### HANDLING MONTHLY ACCOUNTS SPEEDILY

Every day of delay in the preparation of statements means that they will get into the hands of customers late, and that remittances will not come in promptly.

The time consumed in making out statements consists of transcribing the items on the statement blank, entering the date and afterwards going over them and adding the amounts.

Here is a method of making up statements which has proved a most efficient one in practice:

When the dates and the amounts have been transcribed on the statement, it is torn off and dropped into the ledger opposite the account from which the amounts have been taken. The edge is left projecting slightly above the page so that it will serve as a marker. In this manner all the statements are dropped into the ledger opposite the respective accounts. When the adding and listing of the amounts has been completed, the bookkeeper turns to the first account and enters the name on the statement, which completes it.

But there is another important point just here that should not be overlooked. Since all the items taken from a customer's account have been added and listed on the statement, the total should agree with the ledger total.

By making the comparison between the statement and the ledger totals when the names are filled in, the bookkeeper is enabled to check both his statement total for items transcribed and to check up his ledger footing at the same time.

This very important feature of this method of making out statements is incidental to the method itself and does not require any extra time for the check. Besides, it enables the bookkeeper to get out his statements much more quickly and with far less effort.

### MIDWEEK BARGAIN DAYS.

Custom has decreed that the general public shall do its shopping at the beginning and end of the week. Hence, on Monday and Saturday the average city store is crowded with shoppers, while on intervening days there is little doing. It is either a feast or a famine—one day the sales force is worked to its capacity; the next it is idle. These conditions are prevalent wherever they have not been corrected by the retailers themselves. In a number of Eastern cities retail merchants have, by co-operative methods, established midweek shopping days which help to relieve the strain on Saturday and Monday, and which have also been productive of considerable additional business. The merchants of Dallas, Texas, have agreed upon Thursday as a midweek shopping day.



# Getting Results from Tool Window Displays

*Increasing sales through care exercised in trims—Appealing to the eye induces purchasing—Two examples of Canadian tool displays*

**G**OOD display begets sales for the dealer. Every merchant is aware of the fact, or should be. The department stores—good examples for the smaller retailer to follow in most lines of merchandising—recognize the importance of good display, and demonstrate their faith in its value by having a staff of men to devote their time entirely to display work. It is only necessary to walk through any of the big stores to be convinced of the importance placed on good display. Goods are played up so as to best appeal to the eye and induce purchases.

The window reproduced here and the one on the following page are examples of sales-winning tool windows. The Surveyer window features carpenters' saws and the Ashdown window general carpenters' tools. While it is true that building has not been brisk at all this year, yet hardware firms that specialized on tools report good business, most of the sales being due to window and interior displays.

The Montreal store does not advertise in the local papers very extensively, but the Calgary store does. Both of them, however, have good window trimmers, who are given much scope to develop their ideas, the managers of the stores realizing that the window can be of real benefit.

Attention is given to the windows by changing the displays every week. These displays are what bring customers into the store, and it is up to the salesmen to make the store's service so attractive that the customer becomes a permanent caller.

If the store has a settled policy to handle only high grade goods this will help build up a regular trade. A dealer can work up a business in cheap lines, of course, but it is an unsatisfactory trade, is sure to fluctuate, and the dealer is continually forced to straighten out complaints. With quality goods all this is changed, and the purchasing public soon learns that there is a big difference between cheap and quality lines, the quality goods being economical in the long run. This will bring buyers to the store where they obtain satisfaction, and the store gets some good advertising from pleased buyers.

This fact applies with strong emphasis to tools, but it applies also with force to all hardware lines.

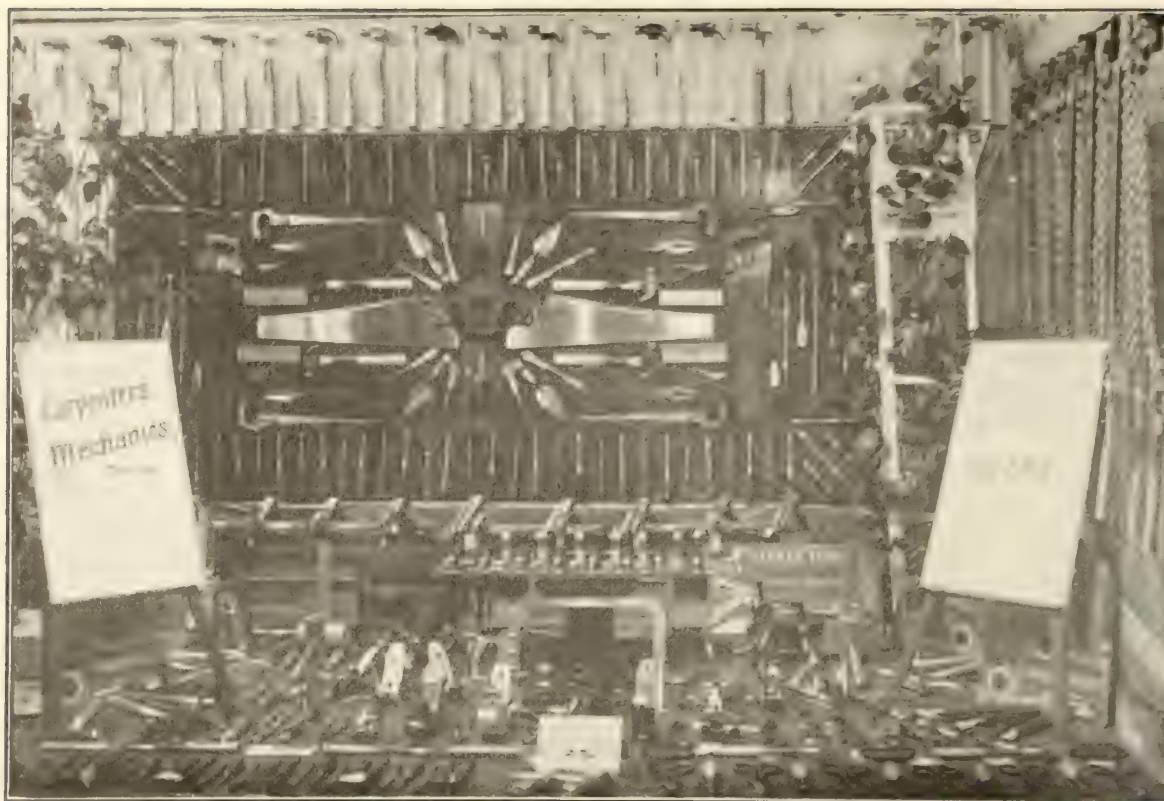
## SUGGESTION FOR THANKSGIVING WINDOW

Hardware dealers in small towns sometimes complain that while window trims as pictured in trade papers are excellent, many of them are so elaborate



Saw window display with many commendable features, made by L. J. A. Surveyer, Montreal.





Splendid display of carpenters' tools made by Ashdown's Hardware in their Calgary store.

that they are unworkable for the small store. Of course, when a window is trimmed the dealer has to take into consideration the size of his window, the stock he wants to display, and the constituency he has to serve; and because of this fact he must adapt the window picture, or some portion of it, to his own needs, leaving out or adding to it as he sees fit.

An attractive background and floor covering is an important factor in window trimming. A simple accessory is crepe or tissue paper. This material can be made into such a variety of beautiful decorative effects, and is cheap. The quantity of merchandise shown need not be large. In fact, a few articles of one or two lines will prove more effective at the sales counter, which is the final test of all window displays, than an overdressed window showing a confusing array of many articles.

And now for a Thanksgiving or other holiday window display suggestion. A background of orange-colored crepe paper, the exposed edges being neatly crimped by hand. This will make a pleasing effect. A figured border around the top will add to this effect, and the border could be used on the floor of the window on the outside next the glass.

If there are shelves in the window the top of each step could be covered with a dark brown paper. A half-inch paper rope makes a finish for the outer edge of the floor as well as each of the steps. A varicolored festoon may be used in each of the rear corners. If there are drop lights these could be covered with yellow and green shades. This completes the decorations, and the cost will be slight.

Besides this, the same window trim can be used to show off a variety of goods, and when this is done and the cost spread over a number of displays it will be found that the expenditure amounts to but a few cents.

Even the novice will have no trouble in dressing his window if he has at hand a little material to carpet the

floor and make a background. Empty boxes covered with paper will be found helpful, and all this should encourage the small dealer to make more use of his show windows.

#### ATTRACTIVELY GROUPING THE HARDWARE

That hardware articles, even of the heaviest description, can be made into an attractive picture if properly grouped, can be gauged from an exhibit made at the Panama-Pacific Exposition by one of the big United States hardware concerns, an exhibit which has attracted considerable attention because of the ingenious way in which it has been executed. A stage, on which a river and mill scene is shown, has been produced by grouping thousands of different pieces of hardware, while adjacent to this is a clock tower similarly built.

The old mill, standing at one side of a river, with characteristic waterfall, spillway, and revolving wheel, is formed entirely by articles with which almost everyone is familiar. Moving nicked chains and revolving auger bits are used to produce the effect of running water, which, when viewed from a short distance, looks very realistic. A steamboat crossing the stream in the background is composed of a saw, carpenter's level, hose nozzle, and a mallet, while a windmill on one of the river banks consists of cleavers, penholders, and lead pencils. The waterwheel is made of files, saws, drill bits, and hammer handles.

On each side of the stage are artificial fountains, which are so well worked out that the illusion is nearly perfect. Fine chains, which at first sight appear as a spray, rise and fall as if impelled by varying water pressure, while spinning auger bits are again used to produce the whirling effect of water falling from the upper to the lower basins. Door hinges, compasses, and chains are used in forming the palm trees set at the sides of the fountains.



## Put a Little Pep Into Fall Window Trimming

THE time has now arrived for a revival in window trimming. There is no denying that the trimmer is handicapped to some extent during the summer months, but from now on attractive displays that will appeal to the eye and beget business can easily be arranged.

Not only can they be arranged, but they should be arranged. The dealer who is not giving a good deal of time and attention to his window is passing up an opportunity to get a good deal of business at small cost. Every dealer who has given the window a fair try-out will tell you emphatically that in the window display the retailer has one of the best possible selling agents.

### Many Could Find Time for Frequent Change if They Really Wanted to

Seeing that every dealer is willing to admit the value of good display, I cannot understand why some dealers are so given to neglecting this important business getter. It is acknowledged that the retail store is generally a busy place, and there are always plenty of odd jobs to be cared for, but it would be better to hire some cheap help to look after these rather than neglect the maintaining of good window displays.

The truth of the matter is that many stores that think they are too rushed to change the window when it should be changed, could find time for the necessary change if they would only try to. It is more frequently lack of ambition and energy than lack of time that is responsible for unchanged displays.

Let this be a call to dealers and window trimmers for more attention to the window during the coming months. The results secured will well warrant the expenditure of time and effort. Put a little pep into your fall window trimming.

### SEASONABLE TIPS ON WINDOW TRIMMING

A Toronto dealer whose store is on a corner has a card in the window: "Make use of your time. Study the goods in this display while waiting for your car."

The hunter's trade is business worth getting. Why not a display devoted to hunters' supplies?

This is really the opening of the window display season. Why not invest a little money in necessary fixtures now?

Use plenty of show cards in the display window. They help to make sales.

### VACUUM CLEANER DISPLAY STOPS CROWDS

In the striking window display of an electrical company a dummy arm protruding through a hole in a large placard waved a handkerchief at a broom in one corner of the window. On the card was the legend: "Good-by, old broom; the electric vacuum cleaner has come to take your place." The continual motion of the arm waving the handkerchief stopped many hurrying pedestrians.

### A NEW FORM OF WINDOW DISPLAY

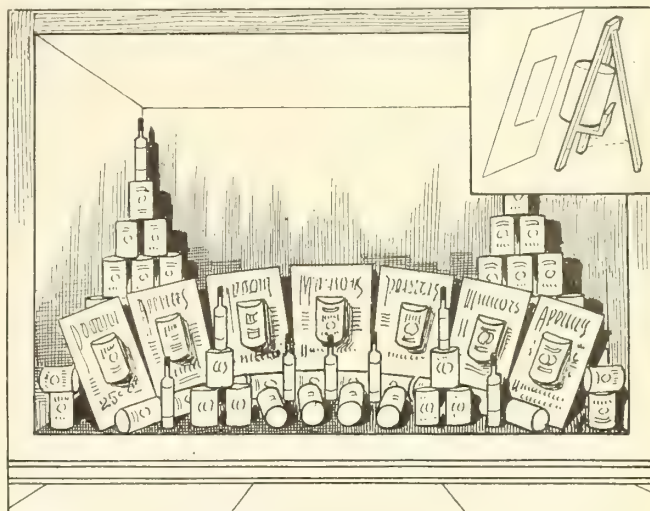
The aggressive dealer is always looking for new ways of showing goods or arranging displays, because when people see goods constantly shown in the same set

manner they begin to lose interest in such displays. A new manner of window display that should prove effective in catching customers' attention is shown here.

The feature of the display is a row of seven placards, each with a package attached in the centre. The placards are large enough to permit of lettering above and below, and possibly on the sides. Each card displays a different line. An opening in the centre of each card allows the can to project half way through the card.

An easel at the back of the card supports the can in place, the card being tacked directly to the front of

### Placard Window Makes Attractive Display



Suggestion for a new and novel form of window display. Construction described in accompanying article.

the small easel. The diagram in the upper right hand corner of the window sketch shows the construction of the easel with the package in place and the card about to be put in position against the easel. Goods are arranged about the window.

### GREATEST FORCE IN BUSINESS PROGRESS

The most powerful factor in industrial and commercial development during the past generation or more has been our trade journals. They have rapidly increased in importance in every field of endeavor, and no other class of publications is read as thoroughly and earnestly as our trade journals.

It may be said that trade journals are a defined and finely adjusted implement of the twentieth century progress that automatically selects and attracts only the interested and eliminates all others. It will be noted, like other economic conveniences, specialized publications are unappreciated and discredited by some, but to the constituency which they seek to aid they go modestly and noiselessly along and greet their readers with a radiance of intelligence because they are one of the standards of education.—Woodworker.

If advertising matter and catalogues do not appeal to some proprietors they throw them in the waste basket. They never get past them. They don't stop to think that some of the boys in the store would be glad to take some of this matter home and study it after business hours. Pass things along in your store. Don't ground the current. Remember there are others.



# An Opportune Time for Getting More Business

By  
W. L. EDMONDS

**W**E have all learned from experience that there are many things that we might do, but which it is not opportune that we should do.

Advertising is not one of these.

There may be times or seasons when it may be necessary to curtail advertising.

But there are never times and seasons when it should be cut out altogether, unless business is unobtainable either now or in the near distant future, which is a contingency almost beyond the ken of the imagination.

True, opportunities are not always the same.

Just as there are fluctuations in business so there must be fluctuations in opportunity.

No one questions the fact that in periods of trade activity advertising will bring more business than when the opposite conditions prevail.

But as there is always some business there is always need for some advertising.

Owing to the trade depression of the last twelve or eighteen months there were a good many business men, who, deeming the opportunity for advertising not a good one, either reduced their space or ceased using any.

Those who ceased evidently overlooked the fact that money employed in good advertising is an investment, not an expenditure, and that the purpose of advertising is to get business.

But whatever may have been the wisdom or otherwise of either curtailing advertising or cutting it out altogether, there can be no doubt as to the policy which should obtain at present.

And that is to advertise.

One of the definitions of opportunity is "convenience or advantage of situation."

Some, through financial circumstances, may not be in a position to invest as much money in advertising as they wish.

But there can be no doubt as to the advantage of the present situation for the inauguration of an advertising campaign.

In the first place, nearly everybody has for a year or more been largely confining his purchases to necessities.

This applies with equal truth to the consumer, the retailer, and the manufacturer. All were in the same boat.

But now the cause of which this was the effect is disappearing.

In other words, abnormally poor trade conditions are giving way to normal trade conditions.

They may not yet have arrived; but they are on the way. And there isn't any doubt about it.

The preliminary report just issued by the Statistical Department at Ottawa shows the estimated aggregate yield of wheat, oats, barley, rye, and flax to be 824,000,000 bushels.

This is an increase of over 58 per cent., compared with 1914.

But in wheat alone the increase is 91 per cent. and in oats 43 per cent.

No farther back than five years ago the aggregate yield of wheat, oats, barley, rye and flax was not as large by about 38,000,000 bushels as the yield of oats alone this year.

Last year the value of all the field crops of Canada was officially estimated at \$638,580,300. This established a new record. But it will be a record no longer. The figures for 1915 will transcend by many millions of dollars those of 1914 or any previous year.

All this spells ultimate prosperity.

From now on the money into which the crops are being turned will flow in increasing volume into the banks, whence it will in turn flow out for the liquidation of liabilities and the purchase of merchandise.

That the purchases of merchandise will, before a great while, be heavy, there can be no doubt.

Everything favors that supposition.

In the first place, as already pointed out, there is the lightness of stocks in retailers' hands. It is doubtful whether they were ever before so low generally, for it is about two years since "cheese-paring" began.

And then the farms have this year created wealth sufficient to guarantee a greater purchasing power than at any time in the previous history of the country.

These conditions not only augur well for the future, but they create an opportunity for resurrecting advertising campaigns that have been allowed to hibernate and of expanding those that have been allowed to shrink.

"A wise man," says Bacon, "will make more opportunities than he finds."

The business man who has the wisdom to advertise can find, without effort, ample opportunity for doing so, whether he be retailer, wholesaler, or manufacturer.

And now is the most opportune time he has had for a year or two of doing so.

He will be a wise man who does not neglect it.



# Dealer-Profit and Nationally Advertised Specialties

*An article from Advertising and Selling in which the writer contends that the dealer can afford to sell nationally advertised specialties at a closer margin because of their easy and rapid sale.*

By BEVAN LAWSON.

Sales Manager, The AutoStop Safety Razor Co.

EVERY dealer at some time or another takes himself seriously to task upon the question of overhead profit, and forms some conclusion upon the cost of conducting his business by considering his running expenses against his gross volume of turnover.

Sometimes he is surprised to find that his percentage of operative cost for a completed year has run so high that many excellent articles which he has freely sold are showing very little profit on paper when the margin between his running expenses and the discount afforded by such articles is considered.

For example, a dealer may figure that his cost of doing business is from 15 to 20 per cent., whereas he buys many staple novelties at a discount of 25 per cent., and, consequently, he may find himself almost persuaded to discontinue the sale of such articles, or at least he may mentally resolve not to unduly push their sale, despite the fact that he has formerly done a very nice trade with them, and they sell on demand.

One problem faces him and he can see that problem only: "If his overhead is around 15 to 20 per cent. it surely does not pay to sell goods which only afford 25 per cent."—and it looks like a question with only one answer.

## The Importance of Turnover

He does not stop to consider how many times he is able to turn over that article in a year, and therefore how often he can use that same investment to bring in a ready profit, nor does he stop to realize that if he throws out that particular line from stock his business will not be increased; nor will his running expenses be decreased; but, on the other hand, his expenses already calculated with the return from such articles included, will be proportionately increased because of loss of volume with such salable articles withdrawn.

If all stock were equally salable so that a dealer could surely turn over all of his merchandise several times a year, his operative expenses would not be any serious part of his worries, but it is also a fact that a dealer has to carry a large volume of very expensive stock in trade, and his expenses climb high—not because of

## EDITOR'S NOTE

THE argument has frequently been put forth that every article in the store should bear its share of the cost of doing business. As a result of a widespread investigation, it has been found that the average cost of doing business in the hardware store is 20 per cent. According to the above argument every article that does not pay a profit of 20 per cent. (or whatever the dealer's actual cost of doing business is), and a percentage besides for net profit, should be discarded.

But, as the writer points out in the accompanying article, discarding an article that sells well yet does not yield that much profit, does not reduce expenses. Indeed, the dealer gets all the business he can in staples, thus bringing the percentage of expenses down as low as possible. If he can add a sideline that is well advertised, costs little to carry, and sells easily, the profit on it is like so much velvet.

If a dealer is warranted in selling some specialties at less than the average margin necessary on staples, the question then arises as to how low a profit he should accept. There must be a limit, as every sideline takes up a certain amount of space, costs some money to carry, and requires a certain amount of selling attention.

There is no doubt that our readers, those directly interested in this question every day in the year, have some opinions on this point and on the general question of dealer profit. We would be pleased to receive expressions of opinion on this question from our readers.

the stuff he is selling, but because of what he is not selling.

## "Small Profits and Quick Returns" as a Slogan

Small profits and quick returns is one of the oldest and truest slogans in business, and the Woolworth Building in New York was built on the rapid profits from small novelties and cheap staples—so small and so cheap that excepting for the quick and frequent turnover there would be no element of profit at all if it were considered on certain few classes of the goods sold.

Supposing that a business shows an annual running expense of 20 per cent.; this logically means that, theoretically, every single article sold bears its actual share of this 20 per cent. cost of selling, seeing that in theory during every day

of that year the average 20 per cent. is a burden constantly existing and to be considered in every sale.

The argument, therefore, would be that every time an article purchased at 25 per cent. discount is sold, the profit on that article is only a bare 5 per cent., and that time spent in selling that article is not sufficiently profitable and it should be discontinued.

## Sales Which do not Increase Overhead Expenses

Granting that a dealer sells a well-advertised line at any profit, there is really no reason to avoid sales which have not a large margin, provided that the sales of such goods do not increase the overhead cost of selling them; but, on the contrary, if a dealer's expense is more or less constant from year to year, and he can add lines which are advertised, without increasing his selling cost, it is logical that the additional profits from such goods are net gains, and in practice if all dealers were to discard from their stock all goods which did not show really substantial profits, they would find their overhead would materially increase.

## Difference Between Staple and Specialty

You might argue that this does not apply, of course, to the impecunious dealer whose till is his bank, and whose very existence depends upon the daily profit on a limited number of articles sold, but it does indeed



apply to all dealers when specialty articles are considered. There is a vast difference between a staple and a specialty; staples are not generally advertised; specialties are. A dealer's overhead is, generally speaking, established by his sale of staple goods, which he usually sells to the output-capacity of his store; if he lacks staple goods and loses sales because of that lack, he buys more to supply the need; but, more generally speaking, he satisfies the demand for staple supply and then turns his attention to specialties to increase the sphere of his sales, and all sales so made are in excess of his general business, which carries the overhead.

For example, supposing that on a certain day the dealer's store is closed for the evening, and closed, of course, with the same daily running expense of 20 per cent.: the cash is counted; the day's business ended, and the door is locked. Someone taps at the window and he is admitted, and the dealer sells him an article which virtually shows only a 25 per cent. margin; and while selling it, someone strolls in and buys another of the same article. Are expenses for that day still this 20 per cent., or have they been materially lowered by this extra profit of \$2.00 or \$5.00 or \$10.00?

### Should Aim for Volume of Turnover

Volume of turnover is the safest aim of every successful dealer; to keep the crowd coming; to have his shelves filled with salable goods of all kinds, provided they show any reasonable margin of profit or indeed any profit at all.

The overhead expense of most retail dealers is, generally speaking, in more direct ratio to his volume of business than to the actual graduated scale of profits on his various lines. "Small profits and quick returns" is more than a slogan; it is a business axiom that has built up more fortunes than any other. Live department stores watch turnover as an engineer watches the steam gauge—because they know it alone tells the vital tale. If we who are national advertisers could get judged for our turnover value mainly, much misunderstanding could be avoided.

### Profit on Staples so Much Velvet

To impetuously decide to discontinue well-advertised articles is indeed no cure for high business expense. Possibly those very articles, by their popularity and steadily increasing demand, have been the very means of reducing a much larger overhead expense by the added volume which they bring to the business. Such novelties are in a sense, a sideline, and their sale does not in any way reduce the gross sale of staples and as novelties they should not be taxed with the same overhead expense that the general business should be taxed with (theoretically, yes, but practically, no), for, possibly, the last year's high cost of conducting business would have been much higher if these extra articles had been eliminated. Their cost as an investment is not high, because they can very quickly be supplied as they are needed, and if a dealer were to go without them because they only bring 25 per cent. he would merely be robbing himself of that 25 per cent.—in no way adding to the volume of turnover.

Expenses are incurred in a business and profits are also made out of a business. Neither expense nor profit is a constant amount, and both are influenced by innumerable causes.

### Well Advertised Goods Easily Sold

A dealer's business is either a popular one or an unpopular one: either successful or unsuccessful—de-

pendent almost entirely upon the volume of turnover. A dealer may make his windows attractive by constantly changing them; he may advertise to bring his customers to his store, or he may seek to surround himself with a pleasant, painstaking staff of clerks—and all to be ready for the customers when they come in. Yet, with it all, he must aim to have the goods which sell—not necessarily the goods with large margin of profit—but the goods which move irrespective of their degree of profit. An advertising manufacturer will create much of that demand for the dealer, and resulting sales are made without effort or direct expense, and naturally some of the dealer's profit has already gone into that scheme of advertising.

In spite of a dealer's economy, his overhead expense may be 15 or 20 per cent., or even more; and yet his neighbor, in spite of much greater economy, in spite of less rental, fewer clerks, and smaller actual running expense, may find his business costing him 25 per cent or 30 per cent., or even more. Analysis of these two businesses would not point to careful choice of marginal profits, but on the other hand it would point always more to volume of business in all classes of trade, regardless of analytical question of highly profitable margin.

The "fatal cost" is ever present in every man's business. It is a first lien on his profits, and is, therefore, to be correctly regarded as the most important factor in his business. Operative cost flourishes on lack of system and ill assortment of stock; it fattens upon lethargy and careless indifference; it lives in a rut and feeds on ignorance. Enterprise is its greatest opponent, and it flees in the face of system. The remedy is more often a question of domestic regulation than of reduction in range.

The successful merchant carefully avoids a surplus of staple goods, and guards against an overload of accumulated stock. He is in business chiefly for the sale of the merchandise which classifies his store, and he aims to keep a supply proportionate to his average distribution. If, in a general sense, he has a sufficient surplus of his own classified goods to fully take care of his established trade, it avails him nothing to fill his storerooms with more of these articles, and to considerably increase his working stock of standard staples would not bring him more customers; or to have six storeys piled up with the same goods would not reduce his overload. The staples which establish the character of his business demand a certain cost to exploit them. He knows what his expenses are and he knows what his average year's sales amount to, and from this he learns the operative cost. If his stock is considerably larger than his opportunity to sell it, his overhead increases, but if he needs more stock than he is selling he buys it, sells more goods, and reduces his overhead.

When he is selling to the capacity of his trade and is stocked to that capacity, he looks around for some thing to increase the field of his opportunity and to enlarge his sales. He buys his specialties. They are not staples; they are articles in excess of what he is compelled to carry, and they represent a profit additional to his classified business. He has found new channels for trading and making a profit. Generally, they are advertised articles, advisedly, they should be, for they are foreign to his business or they would not be specialties. Their profit is an agreeable profit, not springing from his staple trade, but additional to it without added expense.



## Collins' Course in Show Card Writing

23rd of a series of  
articles specially prepared  
for this journal.

More About Shading

**A**s it is somewhat difficult for some to grasp the principles of shading letters, we show an illustration herewith that will be of great assistance. It is well to remember that the object in shading letters is to stand them out or give them "thickness." Shading letters is not, therefore, a matter of "light" or how the light may strike a letter, but it is designed to show the sides and bottom of the various portions of the letters. It has been found more convenient to shade the left side and bottom of the various strokes, as these seem to suit the natural position of the brush while held in the hand.

The shading on letters gives a sort of perspective view of them. In regular perspective the projection lines all radiate to one point, whereas in letter shading the projection lines are all parallel. These lines are indicated in Fig. 24 by the various arrows. It has also been found that these lines work best at about the angle of 45 degrees.

One difficulty a beginner has, is to determine the width of the shade at the side of the various strokes. At first thought it may seem that this width will be the same on all strokes, but this is not true. The bottom will always be the same width or thickness. Lines AA, Fig. 24 determine the thickness of the shading at the bottom, and the angle of the projection lines will determine it on the sides. Next, if you draw or "project" two lines from the top and bottom left hand points of the stroke of the letter at the angle of 45 degrees, the points where they touch the lines AA will determine the thickness of the shading on the sides of the strokes. A line drawn from these two points will show it. Should the stroke be at an angle of 45 degrees, no shading will show on either side, but the bottom will show. See Nos. 2 and 6 in Fig. 24.

An interesting experiment with a piece of wood will be of great assistance in understanding this principle. Take a piece about 6 inches long and 2 x 1 or 1 inch

square and hold it in a horizontal position, as No. 1 in Fig. 24, to the right and above the eyes. You will then see the bottom and left side of the piece as No. 1. Now drop it until it reaches the position of No. 2 and you will not be able to see either side of the piece. But continue to drop it until it reaches a vertical position and you see the bottom and left side as in No. 3. Next let it fall over as 4, 5, 6, 7 and note how the side will appear to you in the various positions, or tip it in the opposite direction as in 8, 9, 10, 11, and note the appearance of the side until you reach the position of No. 12, which is the same as No. 1. The drawback with this experiment is that the end of the block of wood will not appear as the end of the strokes of the letters will, as it will always remain at right angles to the side of the block, but the end of the stroke of the letters is always made horizontal, no matter what the angle of the stroke. But the experiment will show correctly the side of the block and the diminishing or increasing of its width at various angles. The above explanation together with the illustration, should give you much assistance in shading letters with the angle strokes, such as A K M N V W X Y Z. Of course, in ordinary work you will not take the time to measure shading, but the principle as set forth above should be understood, that you may do the work intelligently. If you hold your brush in one position at about the angle of 45 degrees, it will take care of the various widths.

### Alphabets

The alphabet shown this month is specially suited for pen work. In cases where much matter goes on a card, it is sometimes desirable to use a pen. There are special pens for this work. A "music" pen is considered by many most excellent for this purpose. Others prefer the Soenneken pen, which is a stub-pointed one to be had in various widths. Another

(Continued on page 36.)

ABCDEFGHIJLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz abmhabng



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

D. O. McKINNON  
PRESIDENT AND  
GENERAL MANAGER

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PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, OCTOBER, 1915

NUMBER TEN

## Make Strong Drive For Fall Trade.

Fall trade is about to take the centre of the business stage. The scheduled time has arrived and the curtain is now going up. The moment for action, the season of opportunity to which you have been looking forward, is now at hand. Have you everything in readiness to make your appeal to the audience? Have you the stage set, the necessary goods on hand, and have you plans for going after business in readiness in the wings to play their part at the proper moment?

Every dealer should be thus prepared to cash in on the opportunities for trade that now present themselves. With the change in the temperature comes a change in the variety of goods in demand, presenting a chance for the dealer to push the sale of seasonable goods.

In addition, the supply of money at this time is at the high water mark, especially in rural districts where the farmers are now cashing in on their season's labors. Now, while the iron is hot, is the time to strike for your share of the possible business, injecting a full head of steam into the business machine in your drive for trade.

*The dealer who marries himself to up-to-date and progressive methods will catch the business of Mr. and Mrs. Newly-wed.*

## Cash in on Customer's Presence.

It is difficult to understand why some merchants will pay out good money for advertising to get customers into the store, and then fail to make full use of their presence there.

Sometimes we will hear these same merchants bewailing the lack of opportunities for business, and yet here are opportunities for making more sales and they neglect to put forth the necessary effort to cash in on them to the full, as they might by maintaining displays that would catch the attention of customers and induce sales.

Proper salesmanship on the part of those behind the counter will also make larger sales possible. Customers who come into your store are open for suggestions, and intelligent suggestion will frequently increase the purchases of customers over actual demand.

The cashing in to the fullest extent on the customer's presence in the store is a problem to which the merchant should give much thought and study.

## Take Care in Selecting Help.

How frequently it is the case that an employe will be hired, and just when he is getting broken in to the store's work, it will be found that he is not capable of looking after the work he was hired for in an as efficient manner as desired. The employer has given a good deal of his time and attention to breaking him in, only to find at the end of it that he is not satisfactory.

The frequency with which this happens should drive home to dealers the advisability of taking more care in the selection of help, so that valuable time will not be wasted in breaking in so many new employes. A little time spent in investigating the character of a prospective clerk, and getting a line on his ability to measure up to the work for which he is intended, would in the end mean a saving of much time to the dealer.

*While perfection in business methods is unattainable, he who makes no effort to attain thereto will soon find himself outdistanced by his more ambitious competitors.*

## Symposium on Quality and Price.

That the manufacturers of Canada recognize the importance of quality in the goods they produce was quite evident from the incidental remarks which dropped from the lips of several speakers during the convention.

One speaker remarked that there was a great difference of opinion as to what constituted quality. Because an article sold at a low price, it did not necessarily follow that it was lacking in quality. But this same speaker declared with strong emphasis to his tone that a manufacturer when he obtained an order should endeavor to give even a little better quality in his goods than the specifications demanded. "In this way," he added, "we can reward those who give us orders and encourage them to give us further business."

Another expression of opinion was in regard to the practice of some of cutting down the quality of an article in order to meet the lower prices of competitors. "We should," he declared, "show Canadians that the goods we manufacture are the best produced."



One thing upon which all appeared to agree was that whatever was manufactured should be sold at a price which gave the purchaser good value for his money.

"Practically," says the Standard Dictionary, "commercial value is that for which a thing can be sold or exchanged at a given time and place." If one can judge by the opinions expressed on different occasions during the convention, some at least of the manufacturers would modify this definition. They would determine the selling price of their product, not by the sum they could get out of the purchaser for it, but at its cost of production plus a fair margin of profit. In other words, they would furnish the best article possible for the money received. That this is a safe doctrine few, if any, will dispute.

*Get your garbage cans into your window in order that you may get them into the hands of your customers.*

**Courtesy Pays Handsome Dividends.** Every retailer and every clerk in the retail business should ever bear in mind that courtesy is an investment that pays excellent dividends. It is a habit that is likely to develop into a bank account, and the beauty of it is that it costs nothing.

There are certainly times in business when a person feels like giving vent to ill feelings, but it profits a person best to control himself and maintain a calm and polite outward appearance, no matter what may be the feelings within.

After all, it does not ease one's feelings to give vent to them, especially when in doing so he finds it necessary to become discourteous or impolite. It drives customers away, and when he comes to reflect on his actions, he generally feels ashamed.

Yes, courtesy pays, in business or out of it. Sometimes the dividends are deferred, but eventually they are cashed in on—not only in the form of money but also in happiness coupons.

*Better business methods breed better credit standing.*

**Health is a Business Asset.** The man in business to-day is constantly attempting to build up greater assets, but how many there are who, in working toward this end, sacrifice one of the greatest assets any business man can have—good health.

The greatest of Prophets has wisely said: "What does a man profit if he gain the whole world, and lose his own soul," and we might paraphrase it for the benefit of the business man by saying: "What does it profit a man if he gain the wealth of the world and lose his own health?"

Constant application to work and continual confinement within the store is assuredly bad for the health, and now when the weather is favorable is a good time to get away from business cares and worries, tone up the health, and put yourself in shape for another year of aggressive merchandising.

Health is too important an asset in business these days to take chances on having it impaired.

An occasional jolt in the business ribs by a competitor is good for an inactive liver.

## SHORT NOTES FROM THE EDITOR'S PEN

Now for the fall trade.

\* \* \*

Get off to a good start.

\* \* \*

Speed up right on the first lap.

\* \* \*

Ginger up business with a little advertising.

\* \* \*

Is your business paying you a worth-while salary?

\* \* \*

Look to collections. The supply of cash is now at the high water mark.

\* \* \*

Dig your way into the trade of the community by giving good service.

\* \* \*

Lots of men are suspicious of others because they know themselves so well.

\* \* \*

If you would catch more customers, bait your windows with attractive displays.

\* \* \*

The man who is always satisfied with himself is generally satisfied with very little.

\* \* \*

Don't insist on doing anything the good old way you always have done it if a better way has been discovered.

\* \* \*

Teach your help to work systematically, eliminating all possible lost motion, and they will do more work in a day and do it much better.

\* \* \*

Remember that 25 per cent. advance on cost of goods only means 20 per cent. on selling price—and dealers invariably figure expenses on selling price.

## Passing Thoughts on Business

BY W. L. E.

*He who is dissatisfied with his job is not likely to "live ever happy" with it.*

*Speculation in business may not be good, but he is a wise merchant who keeps his eye on the future.*

*Now is the opportune time for looking after the collection of accounts as well as the ingathering of new business.*

*Business worries are often the fruit of bad business methods.*

*If the man behind the counter lacks enthusiasm for his work the customer upon whom he waits is not likely to develop admiration for the store.*

*Courtesy in the store doesn't cost anything, but it is a greater asset than a rich jewel on the finger.*



# Now is the Time to Forward Stove Sales

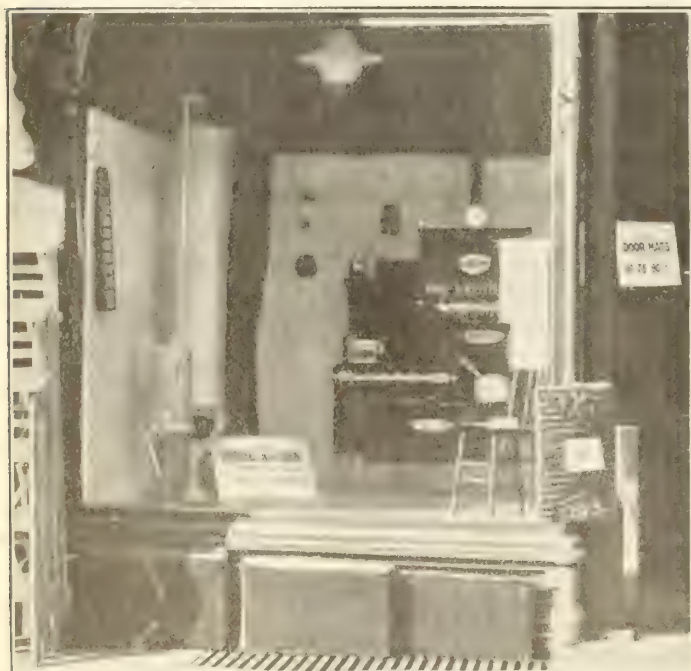
*Give department good position—Hints and methods on stove selling—Planning the sale*

**T**HE stove department of the hardware store at this season of the year should claim and get a great deal of the proprietor's time and attention, if the department is to pay dividends in dollars and cents.

The stove stock should get an important position in the store during this Fall season, the chilly weather doing more to turn people's thoughts to stove buying than any inducement that could be offered.

In your display classify the stoves so that the salesman can demonstrate easily, quickly, and conveniently. A chair or two for customers is an added help, and well-polished stoves attract.

Newspaper advertising intelligently attended to should bring inquiries, and it is then up to the salesmanship of your staff to sell the stove. Advertising, to



This model kitchen, in the window of a Halifax hardware store, brought some nice sales during the week of display.

be effective, costs time, thought, and attention to the needs of your constituency, so in planning a stove advertisement it is suggested that you take the selling points that appeal to you personally and make them the base upon which to build.

Supplementing newspaper advertising, a mailing list of housekeepers in your locality should be taken advantage of. Plan a campaign beforehand and get two or three letters into the hands of those on your list. Then when you are ready—and the present is the stove-selling season—make one or two good window displays. If possible set a date for a demonstration, and the result of your labor should more than justify you in stove sales.

## PLANNING THE STOVE SALE

Here is a job for you—to-night. Or, if you have an important engagement for this evening, to-morrow evening will do.

Sit down and write out, in longhand, all of the selling talks or points of the heaters and ranges of which you are supposed to sell a great many this fall.

Take your time about it and get it very complete. Say all the good things the foundry has got to say about their product, and add to it all of the good things to say that have occurred to you and that they have overlooked.

Get all of the points in their proper order. On a range, the body, the oven, the firebox, grates, linings, the hot water, the warming closet, the ashpan—in fact, the general construction of the stove—making your points in the sequence that you think they ought to be made. Then do the same on your heater.

There are two reasons why this job is being passed up to you. One of them is sure to make some money for you. The other one—might.

The first reason is that the task will require a great deal of thought. To do it well you will have to tear apart and analyze that range and that heater as you never did before. If you do it well it will improve your selling ability to such an extent that it will be next to impossible for a looker to get away from you.

And, if it does that it will make money for you—won't it? No, perhaps not right after each sale, but eventually it will, just as sure as you are reading this.

The second reason is that—who can tell?—you might possess the ability to do such a work that will surprise you. If you have done your very best, re-writing it several times if necessary, send a copy of it on to the manufacturer of your line. They have been known to offer prizes for just such work. They have been known to pay money, and even offer positions to men who seemed to take an unusual interest in their product.

One thing's a certainty—you can't lose!—Furniture Record.

## THE FALL CAMPAIGN IN STOVES

The practice of stimulating stove trade by using circulars, post cards, and other means of interesting prospective purchasers is growing in favor.

An American dealer who publishes a monthly house organ devoted the September issue to illustrations and descriptions of heating stoves and ranges. It was called the "Special Stove Number." The prices given for each stove included pipe, mat, etc., delivered and set up ready for use.

On a circular illustrating a range and heating stove, distributed by another dealer, tempting offers were made to purchasers for October 5, 6, 7 and 8 only. With every range sold at the regular price a 41-piece blue willow dinner set, selling at \$8 to \$10, was given free. A coal scuttle, shovel, stove board or rug and enough pipe to set up the stove were given free with each base burner sold during the four days. The range with the set of dishes and the base burner with furnishings were displayed in the show window.

Still another dealer issued an illustrated post card, on the address side of which appears the following:

## Stove Thoughts

These snappy, nippy days now and then make thoughts of stoves pertinent and comfortable.



It's not a bit too early to commence to look around if you expect to get the most for your money.

### HOW A SMALL MERCHANT WON

Apropos these methods here is how a small town dealer overcame the efforts of the big mail order houses to corner the stove business of his place:

A woman in a small town in the East that boasted of but one hardware dealer bought a kitchen range from one of the principal catalogue houses at a figure she considered very reasonable. Soon after it arrived and was set up, however, she began to find defects in it. The oven wouldn't heat properly, and the smoke showed more desire to flood the kitchen than to go up the chimney. Hearing these things, in the small town way, the dealer offered the woman a new range in exchange for the one that was defective. The offer being accepted, the dealer put the mail order range in a window of his store, with a sign that read like this:

"We have just exchanged this range, bought by Mrs. Jones from Blank & Co., by mail, without charge for a standard range regularly carried by us. We lost money on the deal, and we will not do it again. Those who don't want to buy two stoves to get one that is good had better come here first when they are ready to spend their money."

### FOR SETTING UP AND OPERATING STOVES

Retail dealers in stoves and ranges, and those compelled to use poorly constructed, or decayed chimneys, will do well to read these rules, issued by the National Association of Stove Manufacturers, to enable them to ascertain what the matter is when a well-constructed range or stove fails to operate as it should.

No stove has what is called a draft; it is the chimney (or its equivalent) that produces the draft. The taller the chimney, the stronger the draft.

A stove can no more operate without a chimney than a steam engine can operate without a boiler.

If a stove fail to give satisfaction it is because of having a bad chimney or being improperly set up.

If a stove fail to operate, the chimney must be looked to for a remedy.

There are more bad chimneys than good ones.

Dealers should always know the character and condition of the chimney before they put up a stove, and they ought to know that a stove cannot operate without a good chimney, reasonable fuel, and being properly set up.

As the maker of stoves builds neither the house nor the chimney, he cannot be held responsible for the operation of the stove, as a stove cannot operate of itself; it must have a chimney, it must have good fuel, and it must be properly set up to do good work, otherwise it will fail, and the responsibility must be with the chimney or with its being improperly set up, and not with the stove.

The dealer often forgets that the things that prevent the stove from working are located between the pipe collar of the stove and top of the chimney—if the stove has met with no accident in the transit. It does not seem to occur to him that the pipe and chimney are to do the drawing. As well say the buggy balks when the horse refuses to go, as that a stove can't draw.

Even in this day of almost perfection in cooking and heating stoves, there is probably not one stove in the market but what here and there is said "not to work,"

and the twin expression is, "what shall we do with it."

It is absurd for a man who can see the chimney and the stove set up, to write to a manufacturer who cannot see either and ask why the pipe and chimney will not draw or "work."

There is no manufacturer now making stoves who turns out goods that will not work.

## Talk Optimism: Not Hard Times

*A letter from Dad to Jim in the store*

BY EDWARD DREIER

DO you know, Jim, that a lot of this talk of hard times is all poppycock. It reminds me very much of a story they tell back home about an old neighbor of mine. Fred started up to town one morning—one of those bright, sunshiny summery days. He was feeling fine, for in the back of his wagon he had a fine load of grain, which he wanted to have ground up at the feed store. He had a "Hello, ain't this a fine morning" for everyone he met. And nearly everyone had this answer, "Yes, but it will rain before night. You'd better hurry home with that grain or it will be soaked." Before Fred had gone five miles they had him so scared that he turned around and drove back home on the trot. And it didn't rain.

There is a lot in being optimistic in this old world of ours. Wake up in the morning with a smile on your face big enough to crack your jaw. Hop out of bed and eat a good breakfast—it beats all what a good breakfast will do for a man—then get down to work and decide that you are going to make this day the biggest in the history of the store. And do your derndest to make it the biggest. If you don't do it, you will have the satisfaction of knowing that you tried hard and that maybe next time you can make it go.

Keep that smile and good nature of yours going all the time. If someone talks hard times, get them out of the rut. There are too many talking hard times now. And don't you forget this one thing, Jim, and that is, the men who are letting the other fellows do the talking while they go out after the business are the ones who are putting the money into the bank for the rainy day.

You can talk your customers into buying things you have there on your shelves. Maybe it will be only a tin cup or a pound of nails, but it all helps move the stock a little. Ask those customers questions about things on the farm. Find out what they need, and then get your brain busy to try and sell them things.

I am just telling you all these little things, Jim, because I want you to succeed there in the store, and I know that you can do it if you really get down and make up your mind that you are there to work hard.

Merrily, **DAD**

### ARRANGEMENT OF STOVE DEPARTMENT

Stoves and ranges should not be crowded. Have room that customers may inspect each stove.

Casters enable the stoves to be moved about for inspection.

Have seats for customers. They will appreciate them.

Keep all stoves fresh-looking.

Have plenty of light in the department.

And if at all possible, isolate stove department from rest of store.



## COLLINS' COURSE IN SHOW CARD WRITING

(Continued from page 31.)

and very similar make is the Blancy Pourc. The bottom line of the alphabet shows how nicely this style of letter adapts itself to either condensed or elongated forms.

### Sample Card

The card given this month is suitable for Thanksgiving window. It is an air brush design with the turkey



Timely Thanksgiving window card.

cut from a picture stuck on to the oval with the effect that he is stepping through it. The shading of the oval is brown and the lettering is in dark brown, shaded with a grey tint.

## COAL PRICES DOWN IN WEST

Fifty cents a ton reduction has been made by the retailers of Lethbridge coal and Banff briquettes in Regina. The announcement was made recently by the five firms which handle these products in Regina. The three brands of Lethbridge coal, the Galt, the Imperial, and the Chinook, which formerly sold at \$8.40 a ton, are now being delivered for \$7.90, while briquettes, which retailed at \$9 a ton, are now selling for \$8.50.

## BINDER TWINE BIG ITEM IN WEST

Close to eight million pounds of binder twine have been sold to the Western Canadian farmers by the Grain Growers Grain Co., according to J. L. Williamson, representative of the company at Regina. This is greatly in excess of the quantity handled by the company in any former year, and the supply is now exhausted. In fact, Mr. Williamson stated that they had not filled any orders from the Regina office for almost a month. This gives some idea of the increased crop of Saskatchewan this year, as compared with that of former years.

## TOBACCO AND CIGARETTES FOR THE SOLDIERS

The first number of the "Maple Leaf Magazine," published by the Second Canadian Overseas Contingent, is the September number just issued. It is edited by Staff-Sergt. Chas. Crean, and is published in the interests of the tobacco and cigarettes fund, at Westminster House, 7 Millbank, London, Eng., S.W. Its object is the collecting of money to be spent in cigarettes and tobacco for Canadian and British soldiers on

the Continent, and Canadian prisoners of war in Germany. The people of Canada are asked to help in this cause, and the hardware dealers of the Dominion are asked to co-operate either directly to the above address or through Canadian Hardware Journal in extending the appeal.

The magazine is full of bright articles, poems, wit, etc., contributed by the leading men in Britain and by the men in the trenches, and at the price of a shilling should prove attractive for popular reading.

## LINES THAT ATTRACT WOMEN TO STORE

(Continued from page 22)

actually seeing for themselves what this machine will do.

A retail hardware salesman delivered about the best selling talk on vacuum sweepers I have ever heard. After selling a lady customer one or two small, unprofitable items, he suggested that she have a look at one of their vacuum sweepers. She said she was not in the market for anything of this sort, but consented to see it nevertheless.

"This machine," explained the salesman, "will enable you to keep your home in a perfectly sanitary condition at all times, with very little exertion on your part. It thoroughly cleans mattresses, pillows, carpets, rugs, upholstered furniture, draperies, positively removing all dust, dirt and germs, and no dust is raised for you to breathe in." He then showed her the bag in which all dirt was collected.

He gave a very strong talk on the time and labor-saving properties of this machine; explained that it was light and easily moved about; that it had no complex parts to get out of order and cause trouble, and as a fitting climax to his talk, he picked up a piece of

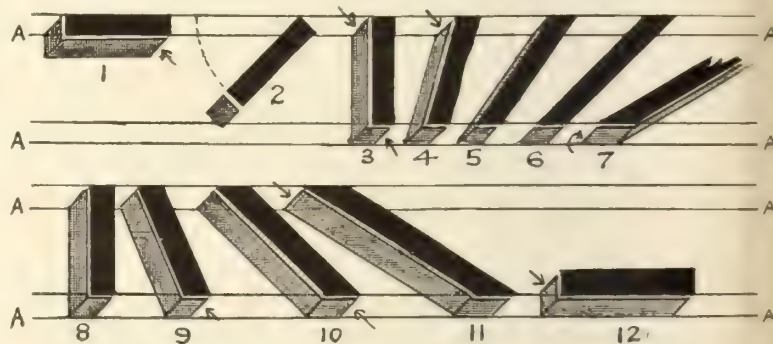


Fig. 24.—Showing principle of shading.

old carpet, ran the machine over it, and showed her the result. She bought.

In choosing a line of vacuum sweepers the dealer must use discretion. Too cheap a machine may fail to perform its function properly, while a high-priced one maybe out of reach of the majority of consumers. A sweeper that can be retailed at from fifteen to twenty-five dollars is ordinarily very reliable and a good seller.

The commodities here mentioned represent only a small part of that class of merchandise which appeals specially to feminine customers. They are merely suggestions. It will pay the hardwareman to go into this matter thoroughly; to give it much thought. He should see that his stock includes goods which attract women buyers, and then see that he is sufficiently familiar with such goods to be able in each instance to make the most effective appeal.



# Selling More Prepared Paint in the Fall

*Hardware dealers should get more of the business going — Know your line — Quality to offset price*

**T**HERE is no question that the use of paint in the fall is increasing, and that a great deal more prepared paints are being sold at this season of the year. Hardware dealers in the smaller centres, however, complain that mail order houses are selling large quantities of this; but they should also remember that if this is so it is because these houses are able to convince consumers that their values are better than the local dealer offers. What is the remedy? Either to adopt the method of the mail order houses, or to sell a higher quality of paint, and this latter appeals to the bulk of dealers.

A Western dealer who had trouble of this nature took up the selling of high grade paint. It was pretty hard at first, he said, to convince consumers that a difference of 75 cents a gallon in his line and that offered by a mail order house was in quality, but when he offered to supply the buyer with the same kind of paint at the same price as the mail order house the purchaser did not want it.

Mail order houses are selling paint to-day on the basis of price. On the basis of value they are getting a better return than local dealers. But it frequently happens that the dealer, while claiming to sell the best paint made, cannot tell why it is the best paint made. Customers want to know when they are paying dealers more for paint why it is that mail order and catalogue houses can sell cheaper. As a matter of fact, the dif-

ference in quality is there, but the difficulty is that few dealers know anything about the value and quality of the paint they are handling.

When the dealer knows what he is selling he can talk about it intelligently and so convince his customers. This is one way in which the dealer can increase his paint sales in the fall.

## SHOWING OFF THE PAINT STOCK

Buyers entering the hardware store are impressed with the importance of the paint department if they see a well-arranged assortment of stock. The arrangement not only has its effect on the buyer, but it also helps the salesman in waiting on customers quickly by enabling him to get at once the article required from the shelf.

Another point, have the stock on the shelves clean, with the labels perfect, as in most cases the customer wants to see the actual can he is buying laid on the counter before him before he hands over his cash.

It is the aim, of course, of all dealers to make as many sales as possible. Then why not have the paint department in just such condition that the customer sees what he wants, and thus help the salesman to make his sales. Dusting the cans and shelves should be done daily.

Careful attention should be paid the paint depart-



A talking window display of paints, one that sold the goods, put in by The Whitten Hardware Co. Bracebridge, Ont.



ment and the buyers of paint. Demand is increasing and must continue to increase. The dealer who looks after this trade and cultivates it is the man who is going to get most of this increase.

### ADVERTISING A PAINT STORE

The first essential in advertising a paint store is a willingness to advertise. No paint dealer ever made a success of advertising who advertised grudgingly or against his will—until he changed his entire attitude toward advertising.

The second essential is a belief in advertising. No advertiser ever made a success of advertising who did not have absolute confidence in the efficacy of advertising—its ability to produce profitable results.

The third essential is confidence in the quality of the goods to be advertised. Such confidence that the paint dealer is willing to stake his honor and his reputation on them, and every claim he makes for them.

The fourth essential—and perhaps the most important of them all—is a willingness to keep it up. Because spasmodic advertising is sure to prove disappointing to the man who expects quick or phenomenal results from advertising. The whole object of advertising is to create confidence in the advertiser and the goods he sells, and confidence, you know, is a plant of slow growth. But it is a plant well worth cultivating.

Asked what form of advertising I would recommend for a paint store the answer is: Use every form of advertising you can afford; the local newspaper, the personal letter, the form letter, the mailing card, circulars, picture show slides, window displays, bill boards, fence signs, bulletin boards, store signs, display cards, color cards, envelope slips, electric signs, etc., etc.—ad libitum, ad infinitum. Each of these forms has its distinct and individual value and when used intelligently they form a combination that may be made almost irresistible.

The first thing for the paint dealer to determine is that he has a line worth advertising and that he will advertise it; that whatever form of advertising he adopts as most practical for him to use, he will use that form for all it is worth, and keep it up, year in and year out. There is not a paint dealer anywhere who cannot increase his business at least 50 per cent. by any form of advertising if he will but put himself to the task intelligently and continue it faithfully.

### PUTTING COLOR CARDS TO WORK

If properly and judiciously used the color card can be made to be of great use to the hardware dealer in selling paints. It gives information to the prospective purchaser as to the quantity of paint required for various kinds of work. It shows an array of colors that will enable the buyer leisurely to select that one which will best serve his needs. It will help him to figure pretty accurately the cost of a painting contract, should he have a large job on hand.

There is a little wisdom, too, in sending a paint color card into the prospective buyer's home. Many buyers are so confused with the range of colors shown in the store that they are apt to defer purchasing until they have a chance to think it over. With a color card in hand advertising the line you sell and a chance to think it over quietly at home, there is a better opportunity to make sales than would otherwise be the case.

When a dealer receives from the manufacturer a set

of color cards he should put some in a rack in the store, near the paint department, and carefully and judiciously use the others in sending to prospective paint users in his vicinity. It is one of the little business helps that mean sales.

## Paint Displays at Canadian National Exhibition

A TOUR of the grounds and buildings of the 37th annual exhibition of the Canadian National Exhibition Association convinced one that Canada is doing "business as usual," and also that, industrially, the Dominion is progressing satisfactorily.

A number of paint and hardware manufacturing concerns made displays that were telling, and being attractively set out came in for favorable comment.

Ramsay & Son Co., Montreal, had a tastefully laid out booth exhibiting their superior lines of paints. Five or six compartments at the rear of the booth were used to demonstrate the color effects attainable with this company's line of tints, comprising mahogany furniture stain, Doulton white, white enamel, light oak, and other artistic shades. Ramsay's paints are used extensively for both interior and exterior work, and form an excellent decorative medium and finish for both.

Pratt & Lambert, Inc., Bridgeburg, Ont., made an exhibit and gave a demonstration of their "Vitalite," particularly adapted for interior work. A sample of the company's "61" varnish, suitable for all purposes, and of their "38" varnish, were displayed—the latter on a piece of California redwood, showing the excellent appearance and effect of this grade of varnish. Tests were shown proving the waterproof qualities of the company's white enamel varnishes for outdoor and interior work. The raw materials, pure gums, etc., were an addition to an interesting exhibit.

Benjamin Moore & Co., Ltd., Toronto, displayed various samples of their "Sani-Flat" and "Muresco" paints and tints for interior and general decorating work in a tastefully laid out booth in the Manufacturers' Annex. E. C. Roberts had charge of the exhibit.

Berry Brothers, Inc., Walkerville.—The principal features of this firm's exhibit were their various lines of Luxbury wood varnish, comprising spar, elastic outside and interior finish, and Shingletint, Dulgloss and Lacklustre finishes. Various samples of wood finished with Luxbury varnish were exhibited. Liquid Granite, another product of this company's make, is also used for various kinds of interior besides floor work.

"Ronuk" Limited, Toronto.—Samples of linoleum and cork matting demonstrated the uses of this firm's line of floor wax. "Ronuk" floor wax is put up in both liquid and paste, and is suitable for all manner of woodwork finishing. The polish is supplied in various sized tins together with a broom-shaped polisher to eliminate kneeling and facilitate polishing. Above the company's booth the Royal coat of arms was displayed in gold, announcing their appointment as manufacturers to the Royal Household.

Cooke & Boulton, Toronto, exhibited various samples of their C & B floor wax, which the company claim is an unexcelled medium for all kinds of woodwork and floors, giving a hard and quick-drying finish. C & B floor wax has been used in several important government buildings, hospitals, and business buildings in Toronto.



# Pattern for Making Eaves Trough Tubes

*Instructions offered by expert — Information of value to the metal worker — Solution of a difficulty*

BY A. F. MUELLER

**E**AVES trough tubes are made straight or flaring and the parallel method of development is used in the straight kind and the radial method in the flaring ones.

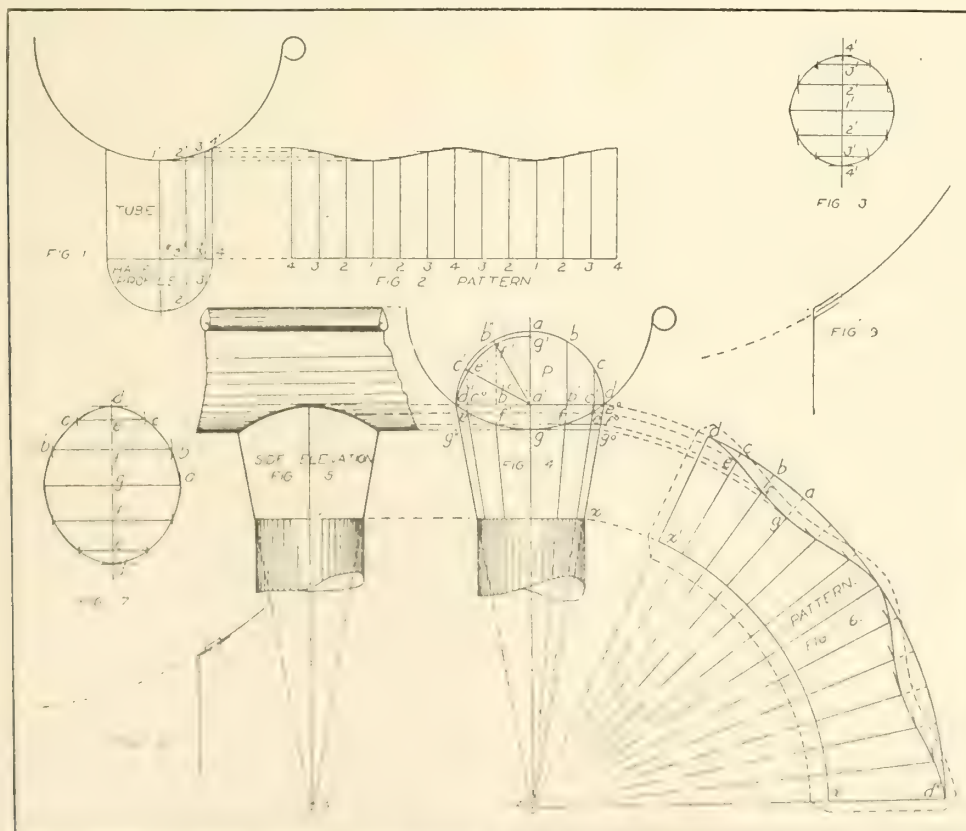
Draw, as in Fig. 1, the end view or profile of the trough and the attached tube and on the centre line of the tube describe a half profile of the tube. As the tube is composed of four similar parts, space only half of the semicircle into a number of equal spaces and from the points draw lines, parallel with the centre line to intersect the eaves trough as at 1', 2', etc. At right angles to the tube draw an indefinite line, as 4-4-4 of Fig. 2, and to this line transfer four times the lengths of the spaces in the quarter profile and from the points erect lines at right angles indefinitely. To these lines project perpendicularly the points of intersection 1', 2', 3', 4', of corresponding numbers. As to the lines numbered 1 project the point 1'; to the lines numbered 2 project the point 2'. Connecting the intersections will produce the net pattern for the tube, as shown in Fig. 2.

In attaching the tubes to tin eaves trough the usual custom is to solder on the tube and then to cut out the material from the trough. There are several objections to this method, one being that the opening is never as large as when it is cut before soldering on the tube and the objection that was several times impressed on the writer was that he had to return to a job and take down the trough for the purpose of cutting out the

opening, having forgotten to do so when in a hurry.

To develop the opening draw a line as 4'-4' in Fig. 3 and beginning at some point near the middle set off each way the spaces 1' to 4' in the half profile and through the points draw indefinite perpendiculars, on each of which set off, measuring from and on each side of 4'-4', the half distances through the tube at these points taken from the half profile. As from 1' set off 1-1'', from 2' set off 2-2'', etc. Connecting the points thus located will produce the net pattern for the opening as in Fig. 3.

Fig. 4 is the end elevation of a trough and a flaring tube and this style should be used if competition or rather opposition has not shaved the profits too closely. It is a frustrum of a right cone intersecting a cylinder, their axes being at right angles. Draw the elevation as in Fig. 4 and continue the outlines of the tube until they intersect the centre line as at A. Bisect the line that represents the base of the cone or d'-d and with this point as centre and radius to d describe a half profile of the base. Space half of this semicircle into a number of equal spaces and project the points, parallel with the centre line, to the base of the cone, as a', b', etc., and from the points on the base draw lines to the apex A, and where these lines or elements cross the trough as g, f, e, d will be mitre points between the two pieces. These mitre points are all, excepting d, located on foreshortened lines or those that do not show their true lengths. To find the true



Detail for making eaves trough tubes.



lengths or the distances that the points are from the apex, the points are revolved around the cone by projecting them at right angles to the centre line in the elevation, to one of the outlines, which is a true length. As  $g$  is projected to  $A-d$  and then  $A-g^\circ$  is the true length of  $A-g$ ;  $f$  is similarly projected and then  $A-f^\circ$  will be the true length of  $A-f$ , etc.

With  $A$  as centre and radius to  $d$  describe an indefinite arc on which place four times the lengths of the spaces in the quarter profile and from the points draw lines to the apex and these lines will correspond to the elements of the cone, as shown in Fig. 6. With  $A$  as centre, radially transfer or radially project the points on the outline  $A-d$  to lines of corresponding letters. Connect the intersections and then will  $d-d^v-x-x'$  be the net pattern for the flaring tube. At the ends material is added for a grooved seam and to  $x-x'$  material for a joint to the pipe or conductor. To  $d-d^v$  an allowance is made for a flange that is wide enough to take rivets, as galvanized tubes must be riveted, as shown in the section in Fig. 8, or be clinched, as shown in the section in Fig. 9. To make this clinch the allowance along  $d-d^v$  is made about half an inch wide and is notched or cut into, to the net line of the tube about every half-inch. Then every other one of these lips or lugs are turned out. The rest are inserted through the trough opening, and using a hammer and a dolly the lugs, both on the inside and the outside of the trough, are dressed against it and then firmly soldered.

To develop the opening in the trough for the flaring tube it is necessary to find the half distances through the mitre points on the intersection and a part plan of this intersection is necessary. To avoid confusion of lines the left half of  $P$  is used and corresponding points lettered the same. From  $a'$  draw lines to the points on the profile of the base as  $a'-a$ ,  $a'-b''$ ,  $a'-c''$ , etc., and these lines will be the plans of the elements of corresponding lines in the elevation. By projecting the mitre points, parallel with the centre line, to their corresponding plan elements will locate the mitre points in the plan. As  $f'$  is located on line  $A-b^\circ$ , it is projected to the corresponding line  $a'-b''$ , and its location will be  $f''$  in the plan and the distance  $b^\circ-f''$  will be the half distance through the cone, front to back through the point  $f'$ , etc. The distance through  $g$  will be  $g-g''$ .

In Fig. 7 draw a line  $d-g-d$ , and from some point near the middle begin to set off, each way, the spaces  $g-f$ ,  $f-e$ , and  $e-d$  in Fig. 4,  $g$  to  $d$  being the amount in length on the trough that half the tube intersects, and through the points draw indefinite perpendiculars. Measuring on each side of and from the intersections on  $d-g-d$  transfer the half distances through the cone on similar lettered points to perpendiculars of the same letters. As from  $e$ , set off  $e''-c^\circ$ , from  $f$  set off  $f''-b^\circ$ , etc. Connecting the points obtained in this manner will result in the net pattern for the opening in the trough as shown in Fig. 7.—Hardware Age.

### GETTING THE STEEL CEILING BUSINESS

Some time ago one of the sheet metal concerns in the United States offered a prize to the dealer who would contribute the best written article suggesting ways and means of getting more steel ceiling business. A Mr. Tharalson, of Laurel, Mont., won the prize. As the article is applicable to Canadian conditions as well as those across the border, it is printed in part herewith.

"In order to get steel ceiling business I would first

of all secure a catalogue of some reliable house and select a small stock, enough for one fair-sized building, always carrying that much in stock of three or four different designs. Then I would store this on arrival in a perfectly dry place to keep from rusting, but would place one sheet of each design in a conspicuous and attractive way in the store in order that customers would notice it at first glance on entering the building.

"Whenever a new building is being built, either in town or the country, I would go after the owner and tell him the good points about steel walls and ceilings, also bringing him to the store and showing samples. A good plan would be to show him some building in which this metal had been placed which would give him a better idea how it looked after being put on. He must be shown the difference in cost of plaster and steel and made to understand that the steel is the most economical as well as outlasting the plaster a long time.

"Then I would make it an object for the contractor or builder in drawing plans and specifications to particularly mention the fact that steel ceilings are the best all around for inside decorating of walls and ceilings. I would give him a certain per cent. of all jobs in which this metal was put in.

"The samples should all be painted and decorated in different shades and tints in order to give a customer a variety to choose from, for it is much easier to match furniture, rugs, etc., when the designs to be put on the walls are in front of the customer to choose from.

"The way to get the business is to advertise and talk steel ceilings to every prospective builder or repairer, providing it is an old building which needs retouching on the inside."

### KEEP THE METALWORKING SHOP CLEAN

A dirty and unkempt condition of a shop or plant invariably exercises a depressing influence upon a force of workers. It has been demonstrated in plants where the policy in this respect has been changed for the better that not only a marked improvement shows itself in the attitude and spirit of the men, but increased output takes place with a material lessening of production cost. This gives immediate testimony in dollars and cents to the value of cleanliness, light, and pure air. In one instance under observation a saving of 20 per cent. was in this way actually realized on output cost during the first year.

Surely if the cost of cleaning, repair and upkeep is restored to the treasury so quickly, there is no need for transacting a sheet metal working business in the atmosphere of a junk shop, and a good share of continuous attention to these matters will serve to encourage better business conditions and help many a good business to become still more prosperous.

W. E. Hardy, for the past eleven years connected with the Diamond Rubber Co. and the B. F. Goodrich Co., and lately in charge of the sales of their mechanical rubber goods division, has lately been appointed sales manager of the Boston Belting Co., Boston, manufacturers of mechanical rubber goods.

In order to save a great deal of time it is wise for the retailer to have a place for the box-opener and the hammer. These two things are needed frequently, yet how many times is the merchant or clerk compelled to waste much time looking for them. Much time could be saved by simply having a place for these things.



# Importance of Being Well Insured Against Fire

*Many merchants to-day are not carrying sufficient insurance—How the dealer can sometimes reduce rate—Prevention as a preventative of fire—Make sure that insurance protects*

## SAVINGS OF A LIFETIME WIPED OUT

The store and stock of John Jones was last night destroyed by fire. The loss in all amounts to about \$20,000 and insurance of only \$5,000 was carried.

The above is not an uncommon news item in this country, and what a pitiable tale it tells. How often we read of savings of a lifetime, gathered together by years of strenuous labor, wiped away in a state of bankruptcy, disheartened and discouraged at a time in his life when he is just beginning to anticipate the pleasures in store for him from the little nest egg which he has slowly been laying aside.

Surely the very thought, the dearly bought experiences of other merchants should awaken the dealer to the necessity of carrying sufficient insurance. In justice to himself and the business he is fostering and for the protection of his family as well as his creditors, he should see that he is fully and well insured against loss by fire.

The time to consider the question is now—not after a fire has occurred. Many merchants have, not been giving to insurance the attention they should, and for this reason, as well as in view of the big losses by fire every year, this article is well worth the attention of every dealer.

IT is unfortunate but nevertheless true that many merchants do not carry sufficient insurance. There are not a few who if burned out to-day would find themselves in a state of bankruptcy, while others would experience a setback that it would take a long time to make up. They are taking a chance—a chance that is altogether too great for any sound business man. It is like the banker who takes money, trusting that he will not be found out. For a small amount, he is willing to risk his all.

## Insurance a Necessary Expense

Frequently the excuse for carrying insufficient insurance is that the premium is high or prohibitory. This is not by any means a sound reason and should not be considered. It is a prevailing condition that has to be conformed to the same as other conditions affecting a business. If rents are high, the merchant merely has to get a larger percentage of profit. In the same way, if insurance rates are high, the fact will have to be taken into consideration in figuring the amount of profit to be exacted. If the dealer is in a district where the risk is great and the insurance rate high, he simply has to bow to the inevitable—pay the premium and charge it up the same as any other expense.

## Rate Can Frequently be Reduced

There are certain things that can be done which tend to lessen the risk and accordingly the rate. The dealer should consult the local agent as to ways and means by which a reduction may be effected. For instance, rates vary according to the number of stoves

in the building. More has to be paid where paints, oils or gasoline are kept, although the charge may be reduced by keeping them in separate buildings, removed from the store or in properly equipped tanks. The insurance company can generally make some good suggestions. Especially when a new building is being constructed, the advice of an insurance company should be secured as to what kind of construction will give the lowest insurance rate.

## Value of the Ounce of Prevention

No matter how well he is insured the honest dealer does not want to have a fire, for the upsetting of business means considerable loss. Every precaution should be taken to prevent fires. One of the chief things is to keep the premises clean. Rubbish, waste paper and ashes should be placed in metal receptacles and not in wooden boxes or barrels, as is a common practice. Do not allow rubbish to accumulate in the back yard or lanes. Cleanliness is one of the greatest preventatives of fire. Cities that have carried on a cleaning-up campaign have found this to be true. Not only should the merchant see to the cleanliness of his own premises, but confer with his neighbors also on the same subject.

This may seem somewhat of a sermon, but it is all worthy of the attention of the dealer. Clerks should be instructed to be careful of matches. One misused match may mean the destruction of thousands of dollars' worth of goods and property. Electric wiring is another thing that needs attention. We frequently hear of fires being caused by improper installation of electric lights. Flimsy decorations should be eliminated. Every precaution should be taken. It costs money to be burned out, whether insured or not, from loss of business.

## Dealer Should Keep Himself Fully Protected

In order to be certain that he is fully insured, the merchant must know the amount of his stock. It is taken for granted that the dealer is running an up-to-date business and that stock is taken once a year. Indeed, this is one of the valuable features of stock-taking—the stock sheets are at hand to prove loss at once in case of fire and this rapidity of settlement reduces loss of profit from business being demoralized. When claims are settled up at once, the merchant can get business under way without delay.

When the stock is increased the amount of insurance should be also. Dealers who have larger stocks at certain times of the year can get short term policies. The rate on these is higher, but the dealer needs the protection. A good many fire insurance companies allow a percentage off the premium when 80 per cent. of the stock is kept insured during the entire year. Insurance up to eighty per cent. of stock is considered fairly good protection, although a man can ask for insurance up to 100 per cent.

## See that Policies are Worded Properly

Every dealer should protect his savings from years of hard work from being wiped out by fire by being sufficiently insured. He should not only be fully, but well insured—his insurance should really insure and protect. A reliable company should be chosen, and he should make certain that his policy reads so that in



case of fire he will really receive the amount he expects. Look over your policies carefully and see that they read concurrently—that the description of your stock and premises are worded in the same way in each policy if insured in more than one company, and that each has notice of the insurance carried by the others.

The merchant would do well to have some protection himself against fire in the way of fire buckets or a line of hose.. One bucket of water may put the fire out.

This latter is an important point, because in the past it has been an argument for non-payment by some companies.

#### Wholesalers Interested

It is important to the wholesaler also that the retailer be well protected. H. S. Howland, Son & Co., Toronto, in their Monthly Bulletin, recently dealt with the subject of insurance in a concise and practical manner. They make the offer to dealers that if they desire to send their policies to them for inspection, they will have an expert go over them without charge, so as to see that they are properly worded.

### THE ROYAL ROAD TO ACHIEVEMENT.

*By William Edward Park*

Work always comes easier when you are thoroughly interested. The reason is simple. The man interested in his work is keen to know everything that can be learned about it—and knowing everything about your work lubricates the wheels of activity.

This is just as true in hardware as elsewhere. The beginner who sets forth determined to post himself thoroughly in every detail is setting his feet on the royal road to success. For, though there is no royal road to knowledge, knowledge itself constitutes the royal road to achievement.

Hardware Junior, at the very start, faces two alternatives. He can aim simply to put in his time, to do in "a sort of a way" whatever task comes to hand, and to make a showing presentable enough to let him pocket his pay envelope with an unworried conscience. Or he can determine to do his work thoroughly, to watch at every turn for opportunities, and to pick up as he goes along every bit of helpful information regarding hardware.

From juniors in the second category are recruited the shining successes among hardwaremen, the A1 salesmen in the stores or on the road, the chaps who become bigger than their business. Men of this type branch into broader activities because they have commenced to develop at the very outset. There is infinite room in this world for any man to expand. Providence merely stipulates: "Don't paralyze your expansion apparatus by failure to use it when you're young."

The man who wishes to grow into bigger things looks always on the broader aspects of his business. He is the junior who studies counter arrangement and window display and suggests this or that to the customers; he is the older salesman who thinks up advertising ideas and plans to keep the stock moving. The growing man draws lessons from the past, inspiration from the future, and a lot of thorough-going enjoyment from the busy present.

You, Friend Junior, in these early days in hardware, with which team do you line up?

You want to be numbered with the chaps who are striving for something bigger. You want to draw a fatter pay envelope a year hence; some day to go into business for yourself; in the still more distant future to widen your activities.

Then start right by commencing your development now.

Study hardware in all its aspects, as opportunity offers. If you have the chance, now or a year from now, get next to the buying end, the advertising end. Study the store arrangements. Learn tact in the handling of customers. Take stock of yourself from time to time, to see if you are making progress.

Ask yourself questions. Why is it Bill sells more stoves, or Jim heads the list in paint, or that you can't put across as many saws and hammers as Charlie?

You are perfectly at home in handling farm implements, but the minute a customer mentions anything in building hardware, you want to switch him to some other salesman.

If you knew as much about locks and clasps and fasteners as you do about binders or shockers or separators, couldn't you make the sale?

Of course you could.

Then know as much. And apply the same lesson throughout.

Learn the stock, from tacks to turpentine, from saws to stoves, and learn it thoroughly.

So doing, you will acquire more than the mere knowledge. You will form the habit of picking up information, and of doing your work well.

### CHECK THE FREIGHT BILLS

In a great many stores money is being lost every day by the dealer's neglect of freight bills and all matters pertaining to the proper transportation of merchandise; for this reason freight matters should receive the most careful attention. There is good money to be made for the time spent in figuring over freight bills and making out claims for overcharges. It is an easy matter to obtain from the local railway agent and your jobbers the correct freight rates on each class of goods you handle, and this information will enable you to speedily check over the rates charged on your freight bill, to see that some railway clerk has not given the shipment too high a rate. You will see the necessity for doing this, when you learn that a railway clerk who makes an error that costs the company always has to stand the loss himself. It is only natural, then, when there is any doubt on the part of the clerk as to exactly what classification your goods should come under that you be charged the higher rate.

### EASY TO FILL.

Blink (the wholesaler)—Well, how many orders did you get yesterday?

Gink (the salesman)—I got two orders in one shop.

Blink—What were they?

Gink—One was to get out and the other was to stay out.

In the hurry and rush of these do-it-now days, we all of us often make mental notes of important things, only to forget them. We neglect to put them down in black and white simply because we don't happen to have a little note book tucked away in a coat pocket.





J. W. DOWLING  
Of Caverhill, Learmont & Co.,  
Montreal, President.



S. R. KENNEDY  
Kennedy Hardware Co., To-  
ronto, Vice-President.



ROBT. STARK  
Stark, Seybold & Co., Montreal,  
Executive Member.

## Wholesalers Discuss Business and Patriotism as They Feast

*Annual banquet of the Canadian Wholesale Hardware Association a big success. Richard Blain, a retail hardwareman and a member of Parliament, makes some trite suggestions regarding education of clerks, co-operation with agriculturists and buying Canadian-made goods. C. W. Asbury, of Philadelphia, says American manufacturers are actuated by sympathy as well as by money in making munitions for Allies. Cyrus Birge and Arthur Hatch forecast higher prices and urge prompt buying*

ANNUAL banquets of the Canadian Wholesale Hardware Association are never dull affairs. The temperament of those who attend them is one guarantee of this. But the chief and particular reason is that an excellent menu, a good program of entertainment, and a list of speakers of recognized ability are invariably provided. In none of these essentials was the banquet held in the King Edward Hotel, Toronto, on September 28, behind its predecessors. As a matter of fact, it was, in the opinion of many persons, the best all-round banquet ever held under the auspices of the association. Even if it wasn't the best, it certainly was the equal of any.

There were, perhaps, two particulars in which it differed from all its predecessors. One of these particulars was in its patriotic features. It was a war-time banquet. The decorations, the tone of the speeches, and the badge presented to each guest all indicated this. The other particular in which the banquet differed was in the Scotch atmosphere which surrounded it. At every seat there was a sprig of heather, while beneath every subject on the toast list was a quotation from either Scott or Burns. There was more than a suspicion that this Scotch atmosphere was either created or inspired by the president, Mr. T. B. Williamson, of H. S. Howland, Sons & Co., Limited, who presided with so much acceptance. At any rate, he never denied the imputation. When announcing the toasts he took a special pleasure in quoting the lines, and he quoted them in a manner such as only a Scotchman can quote them. Mr. J. A. Hossack, of the Lufkin Rule Co., was so impressed with the Scotch atmosphere which pervaded the occasion that he more than once declared that he could not get away from the idea that it was a St. Andrew's night, and not a wholesale hardware, banquet.

The honor of responding to the toast "Canada" devolved upon Mr. Richard Blain, who, when he is not at

Ottawa representing the County of Peel in the House of Commons, is running a retail hardware store in Brampton, Ont. He said he was glad, as a retail hardwareman, to be able to pay a tribute to the wholesale hardwaremen of Canada. Like the general run of business men in Canada, they were honest in their dealings.

"I am one of those," he continued, "who believes in wholesale men getting together and comparing notes and studying the different phases of business.

### Importance of Liberal Education in Clerks

"We hardwaremen take a great place in the business interests of this country. Let us see, then, that we bring the best we have into the trade. Wholesalers and retailers alike should realize the importance of this when taking young men into either our warehouses or stores. We should be careful to see that we take in young men of education. By education I do not necessarily mean men with university degrees. I mean young men who have received a liberal education, in order that they shall be able to deal intelligently with customers." (Applause.)

### Co-operation Between Business Men and Farmers

Mr. Blain believes in the possibility of a closer relationship between the agricultural and business interests of the country. And he so expressed himself. "I believe," he added, "that it would be to your interest if on occasions like this you extended an invitation to representative agriculturists to be present. Here they would meet manufacturers, wholesalers and retailers, and thus they and we would acquire a better understanding of our needs and greater knowledge of the interests of the country generally." (Applause.)

Proceeding he said that Canada had shown herself to be great in war as well as in peace. He believed in the principle that men do their best work under pressure. Under the pressure which the war had created Canada



would develop as she had never done before. "Let us produce more," he continued. "Let us in our purchases give preference to Canadian-made goods, and what we cannot produce or buy at home then let us, as far as possible, buy that which is produced within the Empire."

Loud and long applause greeted this sentiment.

#### Mr. Birge Looks for Higher Prices

Mr. Cyrus Birge, responding to the toast "Our Guests," declared himself to be an optimist as far as Canada's future was concerned. They had been passing through strenuous times, but better conditions were in store. "Judge Gary," he added, "has said that the United States would shortly experience the largest business in her existence. I believe the same thing can be said of Canada. But let me remind you of this: Prices of goods are going to advance. The cost of production is going up and the price of finished material must follow. My advice is don't delay in placing your orders. If you do you will not only have to pay higher prices, but run the risk of not getting prompt delivery."

#### Mr. Asbury Urges Unity of Effort

Mr. C. W. Asbury, of the Enterprise Manufacturing Company, Philadelphia, and a past-president of the Hardware Manufacturers' Association of the United States, who followed, made a speech which will not soon be forgotten by those present. "I was asked today," he said, "how business was in the United States? I replied that it was heading in the right direction. We in the United States have never been subject to such conditions as those experienced during the past twelve months. We who have been doing an export trade have particularly suffered. Business conditions are very peculiar. We have good crops and plenty of money, and yet there has been that fear on the part of leaders of business and of finance that business has been brought to the position it is to-day. The trouble has been that publishers of many periodicals in the United States have been printing sensational articles that tended to destroy rather than to construct business. Nothing in my judgment could be more reprehensible, tending as it does to create separation be-

tween the business interests and the great mass of the people. What we need and what you need is unity of effort." (Applause.)

#### American Manufacturers are Sympathetic

"When I was present at your banquet a year ago," continued Mr. Asbury, "I was very careful in what I said regarding the war in which you are engaged, because President Wilson had told us to be neutral. To-day this is all changed. I no longer hesitate to express my opinions. Let me tell you this: The manufacturers of the United States are not only making munitions for the money that is in it. They are also making it for the sympathy they have for the allies. The people of the United States have been stirred by two things—Belgium and the Lusitania. (Applause.) There are some people in the United States who are for peace at any price. But they do not represent the general feeling of the people of the United States. There are some things that are worse than war, and one of them is sacrifice of national honor."

Lieut.-Col. J. B. MacLean endorsed Mr. Blain's suggestion for co-operation between the business men and the farmers and devoted some attention to a criticism of the business capacity of the Minister of Trade and Commerce.

#### Mr. Hatch Urges Prompt Buying

Mr. Arthur Hatch, of the Canada Steel Goods Company, Limited, who was introduced by President Williamson as the man who could "hatch" more stories than any other man present, urged the importance of every effort being made by manufacturers to produce merchandise in sufficient quantity to meet the requirements of the country. Addressing wholesale and retail hardwaremen he urged upon them the importance of keeping up their stocks. "You who do not," he continued, "may have to take second place, for, on account of the demand for material for munitions of war, there will be a scarcity of goods when general business returns to the normal. I would urge you to place your orders at once, for in addition to the probable scarcity there are the higher prices to consider. During the last ten days the price of steel has advanced \$4 a ton,



H. EDMUND DUPRE  
Chinic Hardware Co., Quebec,  
Executive Member.



T. B. WILLIAMSON  
H. S. Howland, Sons & Co., Toronto, retiring  
President and Chairman of Banquet.



T. M. BIRKETT  
Thos. Birkett & Son Co., Ottawa,  
Executive Member.



and I look for still sharper advances in the future. Owing to the demand for billets from manufacturers making munitions of war, it is not now possible to get delivery of steel bars until six months after orders have been placed."

"To be invited to a banquet of this kind," humorously remarked Mr. James D. Chaplin, of the Welland Vale Manufacturing Co., Limited, St. Catharines, "is compensation for what we have suffered in the past from the wholesale hardwaremen of the country." And then he added: "I am glad Messrs. Birge and Hatch have given the tips they have regarding their prices, but I am not going to give any such tip regarding our prices." (Laughter and applause.)

#### Benefits of Associated Effort

"Our Association" brought Mr. Joseph W. Dowling, of Caverhill, Learmont & Co., Montreal, and president-elect of the Wholesale Hardware Association, to his feet. He declared that while he would not at that late



JAMES HARDY  
Of Jenkins & Hardy, Toronto,  
Secretary-Treasurer.

hour make a speech he could not refrain from briefly referring to the benefit to the trade in general of such an organization as that of the wholesale association. "This association," he concluded, "illustrates the benefit of men getting together. No two men have the same ideas and thoughts, and meeting together as we do we get the benefit of this diversity."

Messrs. J. A. Hossack, of the Lufkin Rule Co. of Canada, Limited, and F. M. Tobin, secretary of the Canadian Hardware Manufacturers' Exhibitors' Association, responded to the toast "Sister Associations." Mr. Hossack, by request, gave an excellent rendition of Drummond's "Napoleon Dore." Mr. Tobin briefly referred to the work of his association and expressed his sympathy with the allies, and only wished that he himself could take up arms in their behalf.

"Well, if Mr. Tobin cannot go to the Front himself," interjected President Williamson, "he has done what is next best. He sent his son with the First Contingent."

Among the bundle of letters read by Secretary

Hardy from those who were unable to be present were two from President C. W. Conn and Secretary Macpherson, of the Retail Hardware and Stove Dealers' Association respectively. Their inability to be present was much regretted by the members of the wholesale association and their guests.

#### THE BUSINESS MEETING

The 15th annual meeting of the Canadian Wholesale Hardware Association was held at the offices of Jenkins & Hardy, Toronto, on Tuesday, September 28. The discussion had to do with trade matters arising out of conditions due to the war—the difficulty of getting some goods and the scarcity of some raw materials.

#### The New Officers

The officers elected for the ensuing year are:

President—J. W. Dowling, of Caverhill, Learmont & Co., Montreal.

Vice-President—S. R. Kennedy, of Kennedy Hardware Co., Toronto.

Secretary-Treasurer—James Hardy, of Jenkins & Hardy, Toronto.

Executive Committee—Geo. C. Davis, of Frothingham & Workman, Montreal; Thos. M. Birkett, Thos. Birkett & Son Co., Ottawa; H. Edmund Dupre, Chinic Hardware Co., Quebec; Norman R. Howden, D. H. Howden & Co., London; and Robt. Stark, of Stark, Seybold Co., Montreal.

#### USEFUL PENNANTS IN WINDOW TRIMMING


One of the handiest things to have around a hardware store handling sporting goods is a good supply of pennants. They are useful in many ways. Many a window trim has been brightened up by the judicious use of pennants that have been furnished free by manufacturers. Progressive dealers use them to direct attention to certain departments or to call to the mind of their customers certain well-paying articles or lines. A pennant is a useful connecting link between the dealer and the manufacturer's advertising.

Take it from the viewpoint of a customer. He reads the sporting magazines, and the illustrated weeklies, putting a good portion of his attention, consciously or unconsciously, on the advertisements. The next time he happens into your store to make a purchase he sees hanging in front of him an attractive pennant, on which is a picture in natural colors of some article that has interested him in a magazine ad. Any red-blooded sportsman who sees these pennants will want to see the goods, take them in his hands, feel the balance of the gun, test the edge of the knife with his finger, inspect the new sight. Thus is forged the connecting link of the chain.

Just now the Marble Arms & Mfg. Co., Gladstone, Mich., are distributing some very fine pennants to dealers who handle their line of specialties for sportsmen. These pennants are regulation size, brown or red felt, with lettering in white. On them are shown some of the best advertised Marble specialties in natural colors. The Marble company are not making any charge for these attractive and useful store decorations, even going so far as to prepay postage or expressage. A catalogue of sixty specialties for sportsmen goes with the pennants, if requested.

If you want to keep the public interested in coming to your store you will have to add new lines of stock and the place to find out what to add is right in the trade paper advertising pages.





**REMINGTON  
UMC**

The World's Standard  
*.22's—Remington*  
 UMC

They give the user what he wants---they  
 send the Dealer the trade he wants---  
 they are made in Canada's most modern  
 Ammunition plant.

*Send for attractive advertising matter.*

**.22'S  
 MADE IN  
 CANADA**



**REMINGTON ARMS - UNION METALLIC CARTRIDGE COMPANY**

*(Contractors to the British Imperial and Colonial Governments)*

London, Eng.

Canadian Address: WINDSOR, ONT.

New York, U.S.A.



# Remington UMC

ammunition is so uniformly superior in materials, workmanship, and performance that

## We Guarantee Any Rifle

to the full extent of its maker's guarantee when used with REMINGTON-UMC Ammunition. Can our confidence in our goods go farther?

*Winners of the GRAND PRIX at the  
Panama-Pacific Exposition for MODERN  
Fire-Arms and Ammunition.*

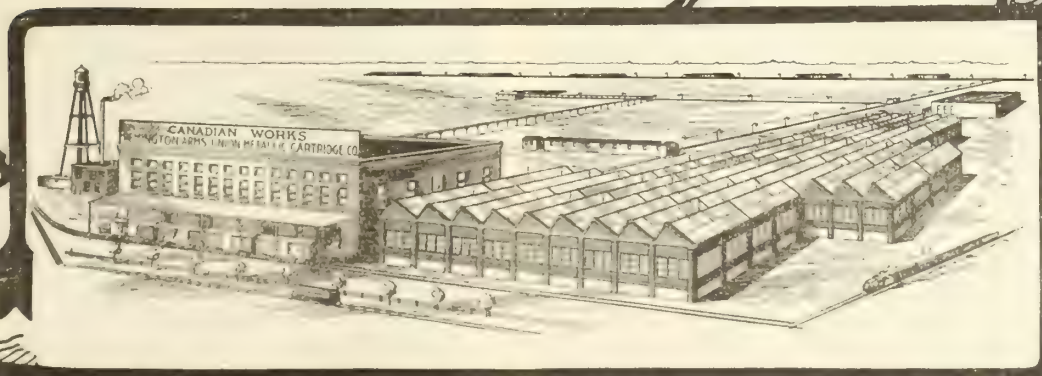
**Remington Arms - Union Metallic Cartridge Co.**

*(Contractors to the British Imperial and Colonial Governments)*

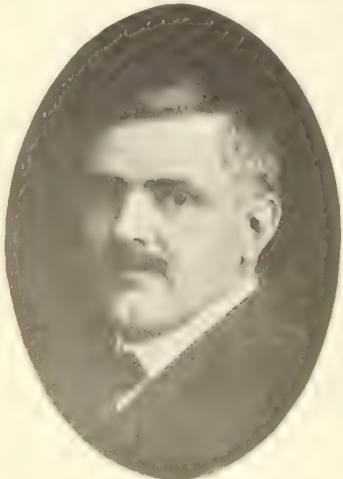
**WINDSOR, ONT.**

**London, Eng.**

**New York, U.S.A**







A. T. Enlow, President



Plant of the Dominion Sheet Metal Co., Ltd., at Hamilton, Ontario

## Galvanized Sheets Now Made in Canada

*A new Canadian industry—The plant—The product  
— A remarkable story of enterprise and efficiency*

THE new all-Canadian plant of the Dominion Sheet Metal Co., Ltd., Hamilton, Ont., which has been in operation since September 1st, is capable of handling 150 tons of metal sheets per day. The present output is 60 tons daily, operating on a 24-hour basis. This showing is all the more creditable when one considers that the sale of galvanized sheets this year is necessarily restricted, owing to the difficulty in obtaining zinc spelter, which is being so largely used for munition purposes.

In normal times nearly 70,000 tons of galvanized sheets yearly are used in Canada, and prior to the establishment of the Dominion Sheet Metal Co.'s plant at Hamilton, not one pound was made in Canada, the bulk of the supply being imported from the United States, and a portion from England.

The president and general manager of the company is Mr. A. T. Enlow, a man of lifelong experience in the sheet metal business. Mr. Enlow was formerly in charge of one of the largest sheet metal plants in the

United States, and was also actively associated with another plant having probably the best reputation in the United States for high quality. In addition to this, Mr. Enlow has also had a thorough experience in the manufacture and distribution of products made from galvanized sheets in Canada, and is therefore peculiarly well fitted to utilize his knowledge in the coating of metal sheets that will be perfectly adapted for Canadian uses.

Mr. Enlow saw his opportunity and grasped it, with the result that to-day we have in Canada a sheet metal plant, the equipment of which is the very last word in efficiency and modern design. The plant was designed and erected by an experienced engineer, who had been connected with the installation of various modern plants, so that the Dominion Sheet Metal Company got the full benefit of his knowledge and experience.

The superintendent has spent the last twelve years in an official capacity with two of the most favorably known concerns of this kind in the world. He is ably



Black sheet warehouse, showing electric crane.



The pickling department.



assisted by an efficient force of expert workers, and the modern methods of handling the materials ensures the lowest possible cost—a cost as low as that of any plant of its kind in existence.

The location of the plant, on the belt-line railway jointly operated by the G.T.R., C.P.R., T.H. & B. and



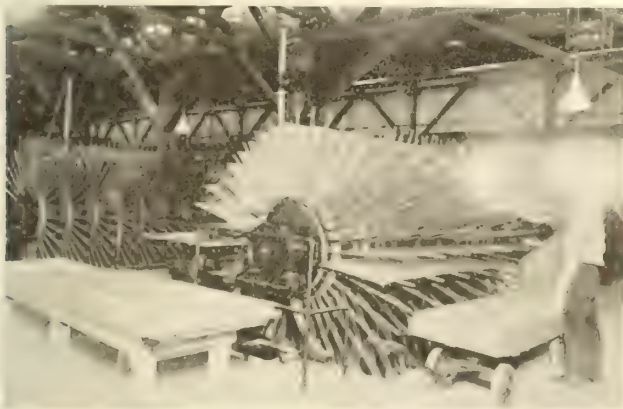
Galvanizing machine.

M.C.R., and within sight of the shipping docks on Lake Ontario, is such that this company can receive, convert and re-ship without delay.

The water supply is pumped from Lake Ontario, ensuring an ample supply of soft, clean water, which is an important advantage, as many plants have to overcome the effects of lime and other deposits which prevent the sheets from properly receiving the coating. Natural gas is used for fuel, and the temperature is absolutely controlled by electric pyrometers, ensuring the application of the coating at the proper temperature.

Hydro-electric power is used throughout the plant, and as each different gauge of metal must be coated at a speed definitely determined in advance, electric speed controllers have been installed which regulate the speed to perfection.

The product is known as "Premier" galvanized steel sheets. The "Premier" trade-mark has been adopted as being distinctly Canadian, and the firm has received a letter from Premier Borden acknowledging the galvanizing of the first sheet turned out in Canada,



Cooling wheel—inspecting the finished sheets.

and expressing his appreciation of the compliment implied in the selection of this name for the company's trade mark.

Going through this new plant, one cannot fail to be impressed with the evidence of expert knowledge and up-to-the-minute processes. The lighting system is perfect, and at night the interior is as light as day.

The essential requirements of a good galvanized sheet are, first, a basic sheet of proper composition and texture, and, second, a pure coating properly applied. The so-called "Black" sheets, from which "Premier" galvanized sheets are made, are specified from certain mills having a reputation for quality, and must conform to physical and chemical analysis. The company has its own chemist and metallurgist, who frequently tests all materials used in the various processes. Open hearth or Bessemer black sheets, spelter, lead, tin, sal ammoniac, acids, all must conform to approved chemical analysis.

All unloading of material and loading of finished product is done under cover, as railway tracks enter the building.

Very large stocks of black sheets and a fair amount of galvanized sheets are always carried, but it is the company's aim to galvanize large shipments to order, so that sheets will reach the customer fresh and bright, as compared with the damaged and unsightly condition in which they are frequently received when shipped from long-standing stock.

In addition to the regular quality "Premier" galvanized sheets, the company also turns out a special "tight-



126-inch squaring shear.

coated" "Premier" galvanized sheet, when desired. This latter is especially useful for purposes requiring extreme forming, seaming, etc.

All "Premier" sheets are inspected three times in the process, and every sheet that is not entirely satisfactory is set aside and sold as a "second." These "seconds" are never branded. The only sheets receiving the "Premier" brand are those which are first class in every respect.

The galvanizing process itself is intensely interesting. The black sheets are first unloaded on trucks and weighed. They are then placed on stock piles by an electrical crane. From these stock piles they are removed, one by one, and carefully inspected before being placed in the "pickling crates," which are made of nickel or "monel" metal. Each crate, as soon as filled with perfect black sheets, is picked up bodily by the electric crane, and placed in a tank containing hot acid, remaining in the acid until all scale and surface matter has been removed from the surface of the sheets. The crane then removes the loaded crate from the acid, and transfers it to a wash tank, through which clear water is flowing profusely. When thoroughly washed the loaded crate is placed in a storage tank of clear water, until required, when it is again lifted by the crane and put into the feed tank, after each sheet has been in-



spected for imperfect pickling. From the feed tank the sheets are fed, singly, into the molten metal bath, galvanized, and run through a double-roller leveler while still hot. This roller leveler carries each sheet up to a chain conveyor, which carries it along to the automatic cooling rack. As soon as the sheet strikes the air, the smooth, silvery surface takes on the "spangled"



Shipping, all under cover.

appearance which distinguishes all galvanized sheets, and, when cool, each sheet is carefully inspected on both sides for the slightest imperfection.

The proportion of imperfect sheets is surprisingly small, expert workmen and modern methods having reduced this loss to a minimum. The perfect sheets are then branded and placed in the warehouse, or loaded into cars, either loose or in bundles.

It is almost unnecessary to say that, with one accord, Canadian users will loyally support this new industry, which employs a large amount of labor, materials and supplies of Canadian origin, the money for which will remain in Canada, where it is just as badly needed now as anywhere we know of. The support of Canadian buyers and users will doubtless mean a larger development and more work and money for Canada, to say nothing of the better service, better appearance, and specially adapted quality of the product.

The Dominion Sheet Metal Company make a specialty of shipping orders quickly, either carload or less, and have special facilities for ordering and receiving raw materials without delay. This enables them to make quicker shipments than could possibly be secured when buying from plants located outside of Canada.

#### ONTARIO RETAIL HARDWARE ASSOCIATION

The executive of the Ontario Retail Hardware and Stove Dealers' Association propose holding their fall meeting at Toronto on Monday, Oct. 11 (Thanksgiving Day), when the time and place of next February's convention will be decided upon. Owing to the continuance of the war it is altogether likely that the 1916 convention will be held, as last year, at Toronto.

If you get up with a grouch, get a hustle on and you'll soon leave it behind.

**WANTED** to hear from the owner of a good hardware store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn.

953

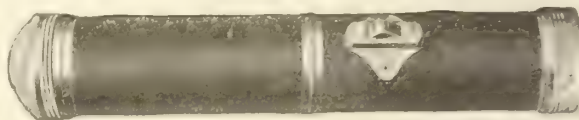
## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Metallic Roofing Company, Ltd., of Toronto and Winnipeg, have recently put on the market an all-steel conductor hook, which bids fair to come into almost universal use in place of the all-steel cast hooks. The hook is ingeniously made, is quick in use, and is practically non-breakable, besides being very neat in appearance. Samples will be sent to interested parties on request.

This firm has recently gone into eavetrough and conductor pipe business more extensively, and their die-stamped trough is already nearly as well known to the trade as is their "Eastlake" shingle. A new form of metal silo roof is also being put on the market. Their other products include as before: Metallic ceilings and sidings, corrugated iron, skylights, cornices, ventilators, metallic lath, portable granaries, etc.

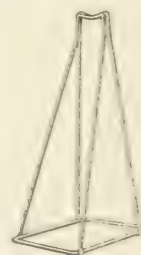
The Canadian Ever Ready Works, 86-90 Chestnut Street, Toronto, are offering a line of handsome nickel-plated solid metal case tubular flashlights for the motorist. These lights are water and oil proof and



Flashlight for tool box manufactured by the Canadian  
Ever Ready Works, Toronto.

cannot be short-circuited by contact with metal tools, etc. They are made in all standard sizes in straight tubular types, also with large parabolic reflector for general outdoor use. They are equipped with the famous Eveready "Tungsten" guaranteed battery and the Eveready Mazda lamp. The case, the battery, and lamp are "made for each other," thus insuring the maximum of efficiency.

The McKinnon Dash Co. has brought out the new McKinnon storage stands for automobiles, which are said to be ideal tire savers. They are made in two sizes—one for large cars and one for smaller cars, such



as Fords, etc. They are designed to be placed outside of the wheels, so that the hub will rest securely in the pocket at the top of the stand. They are better than jacks, for they won't tip over, the base being 7 in. x 8 in. Made of steel electrically welded, they are light yet exceedingly strong. In fact, are guaranteed to hold any car weighing up to 8,000 pounds. They'll carry the largest seven-passenger car with safety. No. 50 is 15¼ ins. high, and a set of four weighs only 10¼ lbs. The larger size, No. 60, is 17 ins. high.





# BOECKH'S BRUSHES

*Made in Canada for Sixty Years*

In 1856 they were first introduced upon the then limited Canadian market.

When you sell a Boeckh Brush to-day you are selling one that is backed by years of practical experience and careful study by experts who have devoted special attention to the requirements of this country—and who have produced designs that are perfect working tools, which in point of quality and elasticity are "head and shoulders" above any other make.

Boeckh's Brushes are set in BEX-O-LAC—the brush setting which contains absolutely no rubber, and is therefore not affected by atmospheric changes, hot water, oils, benzine, etc.

*Practical Painters Prefer Boeckh's*

**THE BOECKH BROS. COMPANY, LTD.**

TORONTO - CANADA



## DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods you sell. There's a bigger profit in "repeat sales" from a truly high class article than there is from any other kind. When you sell PAINT—Sell Moore's.

**MOORE'S  
PURE LINSEED OIL  
PAINTS**

*The kind that keeps on selling*

*We ask dealers who are interested in getting and giving the best in the trade, to inquire from us.*

**Benj. Moore & Co., Limited**

THE SQUARE  
DEAL PEOPLE

*Mfrs. of Paints and Varnishes*  
**West Toronto**

## Wayne

**The System You Should Have**

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.

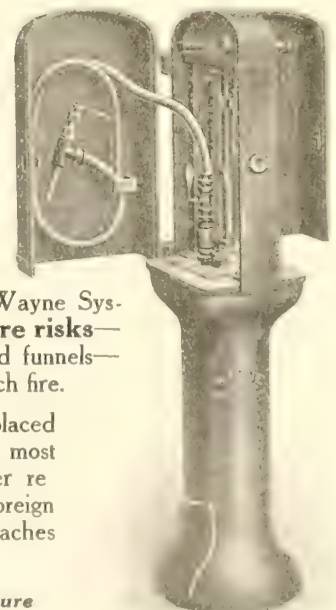
When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

*Write Us for Literature  
and Prices*

**Wayne Oil Tank & Pump Co., Limited**

Woodstock Ontario





## Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

The Penberthy Injector Co., Ltd., of Windsor, Ont., manufacturers of the Penberthy automatic injector, and All Quality line of steam specialties, have just completed a new general catalogue, in which they illustrate several added lines, such as compodisk valves, polar steam lubricators, dripless air cocks, water gauges, etc. This catalogue, being compiled on a high class order, should be found of decided interest to the steam user as well as the dealer in steam goods. Any who desire a copy are invited to write the manufacturers, and upon receipt of request a copy will be mailed free of charge.

The Simonds Mfg. Co. has sent out a little illustrated booklet, descriptive of Simonds wood saws. The seven frames shown are standard stock. Any variety of combinations of any frame with the different blades and rods can be made. Saw No. 102 is a specialty, so neatly made and with such attractive lines that it should prove a leader in the dealer's sales.

The Gurney Foundry Co., Ltd., Toronto, have recently published a little booklet entitled "A sharp cut in the cost of fuel by the Gurney-Oxford smoke-consuming boiler." Nearly two years ago the company announced a smokeless boiler, and now their experts have brought out the Gurney-Oxford smoke-consuming boiler, the principle of which is that the fuel is fed into a small coking oven, that is surrounded by thin layers of water. The bottom or grate of this chamber is made of tubes of cast iron, containing water. As combustion begins, particles of incandescent fuel drop through these tubes, and form a bed of burning coals, akin to incandescent coke, on the lower grate. Then the heavy greasy gases, rich in heat producing material, dive down between these tubes, in leaving the coke oven or gas-making chamber. As these rich gases pass over the glowing embers on the lower grate they at once burst into an intense white flame of tremendous heating power. This flame established, it is conducted into the combustion part of the boiler, which is really a gas-burning boiler by itself, to provide a notably long fire travel, in which this blow-like gas flame is thrown again and again upon iron surfaces, containing thin layers of water. When the burnt-out, exhausted gases finally reach the chimney flue the water in the boiler has absorbed that heat which usually goes away in a smoke cloud, and the effectiveness of this principle is brought home to the pleased owner by a fuel bill cut in half.

The National Machinery and Supply Co., Ltd., Hamilton, Ont., have just issued their 1915 catalogue of "National" machinists' and woodworkers' tools. Among other articles made by the company are the "Universal" woodworkers' vise, adjustable iron planes, block planes, oval slide vises, pipe vises, screwdrivers, hacksaw frames, adjustable hand screws, steel bar clamps, etc. The company guarantee every tool they make to give satisfaction for the purpose for which it is intended, and will replace without cost any parts broken or badly worn when due to faulty material or construction. The catalogue illustrates as well as describes these tools.

The Chicago Spring Butt Co., Chicago, has recently published a new catalogue, No. 32, devoted to spring

hinges of many kinds. There is the spring butt-hinge and the springless butt-hinge, the "Triplex" spring butt-hinge and the "Relax" spring pivot-hinge, the "Premier" and the "Ajax" spring pivot-hinge, and innumerable other hinges for all kinds of doors and gates. The catalogue contains 40 pages of illustrations and descriptive matter dealing with Chicago spring butts, and it will be sent on request to dealers who are interested.

### WOODWORKING PRIZES FOR BOYS

In order to increase an interest in manual training, the Simonds Mfg. Co., Fitchburg, Mass., are making the following prize offer to boys all over the country:

57 Prizes for Boys in Simonds' 1000 Things Made of Wood Contest—First prize, \$30 cabinet of carpenters' tools; second prize, a handy kit of saws; third prize, a twenty-four-inch hand saw; fourth prize, a coping saw; and 150 honorable mentions; for the boys who either at home or in school can make during the next two months with carpenters' tools the most useful or ingenious thing.

The principal material must be wood. String, cloth, metal, etc., may be used only in the smaller details, such as handles, hinges, and other trimmings. Objects in furniture, toys, in fact anything in wood, can be entered. Three series of prizes are offered to interest boys in learning how to use tools, as well as to increase an interest in manual training all over the country. In order that the contest may be open to all, there are three divisions. One for boys who attend manual training, industrial, technical, or trade schools of high-school grade or higher; another for boys who are in the elementary grades under special teaching or supervision; and a third set of prizes for boys not in school, but working at home without the aid of a teacher.

All who desire to compete should send for free specification tables, which must accompany all work submitted. Only photographs, perspective sketches, or complete sets of working drawings should be sent.

Here is a chance for hardware dealers to link up the contest with window displays.

### HUNDRED DOLLARS FOR SUGGESTION

The Metal Specialties Co., Chicago, recently placed on the market a device for preventing hot air from coming up through the tread and brake holes in the floor of automobiles. They are interested in getting a first-class trade name for this device, and are requesting that suggestions be sent to them. For the best suggestion received a prize of \$100 will be awarded. The contest is open until December 1.

### GOLD MEDAL AWARDED BOMMER SPRING HINGES

Bommer Brothers, of Brooklyn, N.Y., have been awarded the medal of honor at the Panama-Pacific International Exposition, in recognition of the superiority and most up-to-date construction of their Bommer spring hinges. This award is but one of many similar honors that have been bestowed upon them at all the previous expositions where the goods were exhibited.

J. H. Douglas, president of Douglas & Co., Ltd., wholesale and retail hardware dealers Amherst, N.S., is dead.



# More Varnish Profits For You



**J**UST as Young Brothers Decorating Co., Wichita, Kans. are now selling \$3,000 worth of Pratt & Lambert Varnishes a year from a \$100 start, or as Vining & Borrner, Springfield, Mass., from one case buyers eight years ago now buy hundreds of gallons yearly and expect soon to be carload buyers, so you too can start small with Pratt & Lambert Varnishes and grow big.

The one case assortment of Pratt & Lambert Varnishes and effective advertising matter that goes with it, illustrated above, gives you the chance. It will prove that you can make more varnish profits by handling Pratt & Lambert Varnishes because back of the Pratt & Lambert Varnishes on your shelves will be the same selling forces that have been largely responsible for the successes of these and of other Pratt & Lambert dealers everywhere.

Don't be content to guess that you are now selling the most profitable line of varnishes. Find out! When a line of varnish shows the steady sales growth that Pratt &

Lambert Varnishes do — more than three times sales increase on "61" Floor Varnish since 1908 and an almost equal sales increase on Vitalite since 1911, with other Pratt & Lambert Varnishes showing big increases, isn't it worth while to *send for prices on the one case assortment* and prove that you can greatly increase your varnish sales?

**PRATT & LAMBERT-INC.**  
VARNISH MAKERS

30 Courtwright St., Bridgeburg, Ont.

Factories  
Bridgeburg, Ontario  
Buffalo  
Paris

New York  
London

Chicago  
Hamburg



# BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

## ABRASIVE WHEELS

Taylor-Forbes Co., Guelph.

## ACCOUNT REGISTERS

Barr Register Co., Trenton.  
Dominion Register Co., Toronto.  
ADVERTISING SIGNS—Metal  
McClary Mfg. Co., London.  
Thos. Davidson Mfg. Co., Montreal.  
Sheet Metal Products Co., Toronto.

## ADZES

Allan Hills Edge Tool Co., Galt.

## ALABASTINE

The Alabastine Co., Paris, Ont.

## ALUMINUM

Northern Aluminum Co., Toronto.

## ALUMINUM WARE

McClary Mfg. Co., London.  
Northern Aluminum Co., Toronto.  
Sheet Metal Products Co., Toronto.  
Ware Mfg. Co., Oakville, Ont.

## AMMUNITION

Dominion Cartridge Co., Montreal.  
Remington U.M.C. Co., Windsor.  
Kynoch, Ltd., Birmingham, Eng.

## ANVILS

Taylor-Forbes Co., Guelph.

## ASH CANS

Thos. Davidson Mfg. Co., Montreal.  
Fairgrieve Metal & Stamping Co., Toronto.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.  
E. T. Wright Co., Ltd., Hamilton.  
J. Samuels, Toronto.

## ASH SIFTERS

Burrowes Mfg. Co., Toronto.  
Wm. Cane & Sons Co., Newmarket.  
J. Samuels, Toronto, Ont.  
Soren Bros., Toronto, Ont.  
Fairgrieve Mfg. & Stamping Co., Toronto.

Thomas Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.  
McClary Mfg. Co., London.  
E. T. Wright Co., Ltd., Hamilton.

## AUGERS—Post Hole

Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville, Ont.

## AUGER BITS

Peck, Stow & Wilcox Co., South-  
ington, Conn.

Smith & Hemenway, New York.  
AUTO SHEET METAL PARTS  
Burrowes Mfg. Co., Toronto.

## AUTOMOBILE ACCESSORIES

Canadian Fairbanks-Morse Co.,  
Montreal.

Kuhne-Anderton Mfg. Co., Port  
Hope.

Kinsinger & Bruce Co., Niagara  
Falls.

McKinnon Dash Co., St. Catharines.

## AWLS—Sewing

C. A. Myer Co., Chicago, Ill.

## AWLS

Stanley Rule & Level Co., New  
Britain, Conn.

AXES—Safety Pocket and Belt  
Marble Arms & Mfg. Co., Glad-  
stone, Mich.

## AXES

James Smart Mfg. Co., Brockville.  
Welland Vale Mfg. Co., St. Cath-  
arines.

Allan Hills Edge Tool Co., Galt.

## AXE WEDGES

Taylor-Forbes Co., Guelph.

## AXLE PULLEYS

Taylor-Forbes Co., Guelph.  
Springer Lock Mfg. Co., Belleville.

## BABBITT METAL

Canada Metal Co., Toronto.

## BAGS AND SACKS

Scythes & Co., Toronto.

## BAKE AND PASTRY BOARDS

Wm. Cane & Son, Newmarket.  
Stratford Mfg. Co., Stratford.

Meakins & Sons, Ltd., Hamilton.  
Taylor-Forbes Co., Guelph.

## BALE TIES

Laidlaw Bale-Tie Co., Hamilton.  
Stanley Works, New Britain, Conn.

## BARRELS—Gasoline Storage

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

## BARN DOOR HANGERS

Canada Steel Goods Co., Hamil-  
ton.

Taylor-Forbes Co., Guelph.  
Richards-Wilcox Canadian Co.,  
London.

Chicago Spring Butt Co., Chicago.  
Metal Shingle & Siding Co., Pres-  
ton.

## BARNS AND SHUTTERS

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BASKETS—Clothes

Meakins & Sons, Hamilton.

## BATH PLUGS

The Goodyear Tire & Rubber Co., of  
Canada, Limited, Toronto.

## BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.  
Kinsinger & Bruce, Niagara Falls.

Canada Metal Co., Toronto.  
Landers, Frary & Clark, New Brit-  
tain, Conn.

James Morrison Brass Mfg. Co.,  
Toronto.

BELLS—Ship-gong Bells and Pulls  
James Morrison Brass Mfg. Co.,  
Toronto.

## BELLS—Door

Springer Lock Mfg. Co., Belleville.

## BELLS—Farm

Taylor-Forbes Co., Guelph.  
Exeter Mfg. Co., Exeter.

## BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

## BELTING—Rubber

Gutta Percha & Rubber Ltd., To-  
ronto.

## BELTING—Leather

Sadler & Haworth, Montreal.

## BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.  
E. T. Wright Co., Ltd., Hamilton.

## BITS

McKinnon Dash Co., St. Catharines.

## BLOCKS—Chain Hoisting

Canadian Yale & Towne, Ltd., St.  
Catharines.

## BOAT TRIMMINGS

McKinnon Dash Co., St. Catharines.

## BOILERS—Kitchen Range

Canada Metal Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

McClary Mfg. Co., London.  
Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## BOILERS AND RADIATORS

Bowes, Jamieson, Ltd., Hamilton.  
Clare Bros. & Co., Preston.

Gurney Foundry Co., Toronto.  
Hamilton Stove & Heater Co., Ham-  
ilton.

Pease Foundry Co., Toronto.  
Taylor-Forbes Co., Guelph.

## BOLTS—Door and Window

Bommer Brothers, New York.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

## BOLTS AND NUTS

Stanley Works, New Britain, Conn.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

BOX HINGES AND STRAPPING  
Stanley Works, New Britain,  
Conn.

## BOX OPENERS

Charles Morrill, New York, N.Y.

## BRACES AND BITS

E. C. Atkins & Co., Indianapolis.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Stanley Rule & Level Co., New  
Britain, Conn.

North Bros. Mfg. Co., Philadelphia.

## BRACKETS—Shelf

Stanley Works, New Britain, Conn.  
Taylor-Forbes Co., Guelph.

## BRASS GOODS

Canada Metal Co., Toronto.  
Jas. Morrison Brass Mfg. Co., To-  
ronto.

Kinsinger, Bruce & Co., Niagara  
Falls.

## BREAST DRILLS

North Bros., Philadelphia.  
Stanley Rule & Level Co., New  
Britain, Conn.

## BRICK AND TILE BLOCK

MACHINES  
Exeter Mfg. Co., Exeter.

## BRUSHES

Boeckh Bros. Co., Toronto.  
Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.  
Sanderson Percy & Co., Toronto.

## BUCKLES

McKinnon Dash Co., St. Catharines.  
Stanley Works, New Britain, Conn.

## BURLAPS

Scythes & Co., Toronto.  
Dominion Oil Cloth Co., Montreal.

## BUILDERS' HARDWARE

Stanley Works, New Britain, Conn.  
James Smart Mfg. Co., Brockville.

Cowan & Britton, Ltd., Gananoque.  
Hamilton Stove & Heater Co.,  
Hamilton.

National Hardware Co., Orillia.  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

Bommer Brothers, New York.  
Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St.  
Catharines.

Chicago Spring Butt Co., Chicago.  
Springer Lock Mfg. Co., Belleville.

## BUENERS

Ontario Lantern & Lamp Co., Ham-  
ilton.

James Morrison Brass Mfg. Co.,  
Toronto.

## BUTCHER KNIVES

Arch. McFarlane, Montreal.  
Taylor-Forbes Co., Guelph.

## BUTTS—Spring

Bommer Bros., Brooklyn, N.Y.  
Stanley Works, New Britain, Conn.

Chicago Spring Butt Co., Chicago.  
Taylor-Forbes Co., Guelph.

## BUTTS AND HINGES

Stanley Works, New Britain, Conn.  
Chicago Spring Butt Co., Chicago.

Cowan & Britton, Ltd., Gananoque.  
Taylor-Forbes Co., Guelph.

## CAMP STOOLS AND CHAIRS

Stratford Mfg. Co., Stratford.  
McKinnon Dash Co., St. Catharines.

Otterville Mfg. Co., Otterville.

## CAMP STOVES

Thos. Davidson Mfg. Co., Montreal.  
McClary Mfg. Co., London.

James Stewart Mfg. Co., Wood-  
stock.

## CANS—Milk

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

## CANT HOOKS

Lachute Shuttle Co., Lachute Mills,  
Que.

Allan Hills Edge Tool Co., Galt.

## CARBON LAMPS

Canadian Tungsten Lamp Co.,  
Hamilton.

## CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

## CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chi-  
cago.

## CARTRIDGES—Metallic

Remington Arms—Union Metallic  
Cartridge Co., Windsor.

Dominion Cartridge Co., Montreal.

## CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd.,  
St. Catharines.

Springer Lock Mfg. Co., Belleville.

## CASTERS—Store and Range

Chicago Hardware Foundry Co.,  
Chicago, Ill.

## CASTLE LEADERS

Taylor-Forbes Co., Guelph.

## CHAIN BOLTS

Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain, Conn.

## CHAIR LADDERS

Taylor-Forbes Co., Guelph.  
Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

## CHAIN

Anti-skid, Coil, Cow-tie, Halter,  
Trace, Hammock, Logging.

McKinnon Chain Co., Buffalo, N.Y.

## CHAIN—Brass & Copper

James Morrison Brass Mfg. Co.,  
Toronto.

## CHAINS—Steel

Steel Co. of Canada, Hamilton.  
B. Greening Wire Co., Hamilton.

## CHALK

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.

## CHIMNEY TOPS

Gurney Foundry Co., Toronto.

## CHISELS—Wood

Allan Hills Edge Tool Co., Galt.

CHUBBS—Barrel or Revolving  
Beatty Bros., Fergus, Ont.

J. H. Connor & Sons, Ottawa.  
Cummer-Dowdell Co., Hamilton.

Maxwells, Ltd., St. Mary's.

## CLAMPS

Taylor-Forbes Co., Guelph.  
National Machinery & Supply Co.,  
Hamilton.

Henry Disston & Sons, Toronto.

## CLOCKS

Western Clock Mfg. Co., La Salle,  
Ill.

## CLOTHES DRIERS

James Smart Mfg. Co., Brockville.  
Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

## CLOTHES LINE PULLEYS

Taylor-Forbes Co., Guelph.

## CLOTHES MANGLES

Cummer-Dowdell, Ltd., Hamilton.  
Maxwell's, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

## CLOTHES BARS AND BACK

Wm. Cane & Son, Newmarket.  
McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.

## CLOTHES LINE PROPS

McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.

## CLOTHES LINE WIRE

Steel Co. of Canada, Ltd., Ham-  
ilton.

## CLOTHES BEELS

Taylor-Forbes Co., Guelph.

## CLOTHES PINS

Wm. Cane & Sons Co., Newmarket.

## COAL CHUTES

Clare Bros., Preston.

Galt Stove & Furnace Co., Galt.

Steel Trough & Machine Co.,  
Tweed.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Co., Pres-  
ton.

## COAL SCREENS

Canada Wire & Iron Goods Co.,  
Hamilton.

## COBBLE SETS

Taylor-Forbes Co., Guelph.

## COMPASSES

Marble Arms & Mfg. Co., Glad-  
stone, Mich.

CONCRETE BLOCK MACHINES  
James Stewart Mfg. Co., Wood-  
stock.

## CONDUCTOR PIPE

See Eavetrough.

## COPPER WARE

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

## CORDAGE AND TWINE

Scythes & Co., Toronto.

Consumers Cordage Co., Montreal.

## CORNICE BRAKES

Metallic Roofing Co., Toronto.



**CROWBARS**

Welland Vale Mfg. Co., St. Catharines.

**CULVERTS**—Corrugated Metal  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

The Pedlar People, Oshawa.

**CURRY COMBS**Steel Equipment Co., Pembroke.  
E. T. Wright Co., Ltd., Hamilton.  
Burrow, Stewart & Milne, Hamilton.**CURTAIN STRETCHERS**Otterville Mfg. Co., Otterville.  
Landers, Frary & Clark, New Britain, Conn.**CUTLERY**Arch, McFarlane, Montreal.  
Canadian Rogers Co., Toronto.  
Dorken Bros., Montreal.  
Onsida Community, Ltd., Niagara Falls, Ont.  
Landers, Frary & Clark, New Britain, Conn.  
Sanderson Percy & Co., Toronto.**OUT SOLES**

Beardmore &amp; Co., Toronto.

**DAMPERS**Eureka Damper Co., Montreal.  
Gurney Foundry Co., Toronto.  
McClary Mfg. Co., London.  
James Smart Mfg. Co., Brockville.  
Taylor-Forbes Co., Guelph.  
Channell Chemical Co., Toronto.  
Renuk, Ltd., Toronto.**DEEP WELL POWER HEADS**  
Dayton Pump & Mfg. Co., Dayton, Ohio.**DISINFECTANTS**Williams Chemical Co., Russell.  
**DISPLAY AND WALL CASES**  
Walker Bin & Store Fixture Co., Berlin.

Cameron &amp; Campbell, Toronto.

**DISPLAY RACKS**

Fairgrieve Metal &amp; Stamping Co., Toronto.

**DIES**

Armstrong Mfg. Co., Bridgeport, Conn.

**DOOR CHECKS**Canadian Yale & Towne, Ltd., St. Catharines.  
Chicago Spring Butt Co., Chicago.  
Keating Brass Works, Toronto.  
Taylor-Forbes Co., Guelph.**DOOR HANGERS**—Parlor  
Canada Steel Goods Co., Hamilton.  
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co., London.

**DOOR MATS**—Cocoa Fibre  
Meakins & Sons, Hamilton.**DOOR MATS**—Rubber  
Gutta Percha & Rubber, Ltd., Toronto.**DOOR MATS**—Wire  
Kuhne & Anderson, Port Hope.  
Canada Wire & Iron Goods Co., Hamilton.

Barton Netting Co., Windsor.

**DOORS AND WINDOWS**A. B. Ormsby Co., Toronto.  
Metal Shingle & Siding Co., Preston.  
Winnipeg Ceiling & Roofing Co., Winnipeg.**DRAW KNIVES**Allan Hills Edge Tool Co., Galt.  
**DRILLS**—Breast and Bench  
North Bros. Mfg. Co., Philadelphia.**DRY COLORS**Canada Paint Co., Montreal.  
Sherwin-Williams Co., Montreal.  
G. F. Stephens & Co., Winnipeg.  
Brandram-Henderson, Ltd., Montreal.  
A. Ramsay & Son, Montreal.  
Sanderson Percy & Co., Toronto.**DRIVE WELL POINTS**  
Otterville Mfg. Co., Otterville.**DUSTLESS DUSTERS**  
Tarbox Bros., Toronto.**RAVETROUGH AND CONDUCTOR PIPE**  
Metallic Roofing Co., Toronto.

Metal Shingle &amp; Siding Co., Preston.

Thomas Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

A. Welch &amp; Son, Toronto.

Winnipeg Ceiling &amp; Roofing Co., Winnipeg.

E. T. Wright Co., Ltd., Hamilton.

Sarnia Metal Products Co., Toronto.

**EDGE TOOLS**Allan Hills Edge Tool Co., Galt.  
James Smart Mfg. Co., Brockville.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

Welland Vale Mfg. Co., St. Catharines.

**EGG GRATES**

Wm. Cane &amp; Son, Newmarket.

**ELECTRIC FLASHLIGHTS**  
Canadian Ever Ready Works, Toronto.

Interstate Electric Novelty Co., Toronto.

Metal Specialties Co., Chicago, Ill.

**ELECTRIC LIGHT FIXTURES**  
James Morrison Brass Mfg. Co., Toronto.

Barton Netting Co., Windsor.

**ELECTRIC IRONS, ETC.**  
Ideal Electric Mfg. Co., Wallaceburg.

Renfrew Electric Mfg. Co., Renfrew.

Chicago Flexible Shaft Co., Chicago.

Landers, Frary &amp; Clark, New Britain, Conn.

Duncan Electric Co., Montreal.

Radiant Electric Co., Grimsby.

**ELECTRIC LAMPS**  
Northern Electric Co., Montreal.

Canadian Sunbeam Lamp Co., Toronto, Ont.

Ontario Lantern &amp; Lamp Co., Hamilton.

**ELECTRIC MANTEL GRATES**  
Radiant Electric Co., Grimsby.

Barton Netting Co., Windsor.

**ELECTRIC RADIATORS**  
Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.

Renfrew Electric Mfg. Co., Renfrew.

**ELECTRIC RANGES**  
Radiant Electric Co., Grimsby.

Ideal Electric Mfg. Co., Wallaceburg.

Renfrew Electric Mfg. Co., Renfrew.

**ELECTRIC BATTERIES**  
Canadian Fairbanks-Morse Co., Montreal.

Radiant Electric Co., Grimsby.

**EMERY GRINDERS**  
James Morrison Brass Mfg. Co., Toronto.**EMERY POWDER**  
Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

G. F. Stephens &amp; Co., Winnipeg.

A. Ramsay &amp; Son Co., Montreal.

Sanderson Percy &amp; Co., Toronto.

**ENAMEL SIGNS**  
McClary Mfg. Co., London.**ENAMELED WARE**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Stamped &amp; Enameled Ware, Hespeler.

**ESCUTCHEON PINS**  
Steel Co. of Canada, Ltd., Hamilton.**EXPANSION BOLTS**  
Richards-Wilcox Canadian Co., London.**EXPRESS WAGONS**—Boys'  
Canadian Buffalo Sled Co., Preston.

Gendron Mfg. Co., Toronto.

**EXTENSION LADDERS**  
Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toronto.

**FARM TANKS**  
Wayne Oil Tank & Pump Co., Woodstock, Ont.**FARM TROUGHS**  
Wayne Oil Tank & Pump Co., Woodstock, Ont.**FASTENERS**—Door, Sash  
Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

**FENCING**—Woven Wire  
McGregor Banwell Fence Co., Walkerville.

Steel Company of Canada, Hamilton.

Canadian Steel &amp; Wire Co., Hamilton.

**FENCING**—Picket Wire  
McFarlane Ladder Works, Toronto.**FILES AND RASPS**  
Henry Diaston & Sons, Toronto.

Nicholson File Co., Port Hope.

G. &amp; H. Barnett Co., Philadelphia.

Simonds Canada Saw Co., Montreal.

**FILTERS**—Water and Oil  
James Morrison Brass Mfg. Co., Toronto.**FIREPROOF DOORS AND WINDOWS**  
Metallic Roofing Co., Toronto.

Winnipeg Ceiling &amp; Roofing Co., Winnipeg.

**FIREPLACE GRATES**

Chadwick Brass Co., Hamilton.

Enterprise Foundry Co., Sackville, N.B.

Barton Netting Co., Windsor.

James Stewart Mfg. Co., Woodstock.

Taylor-Forbes Co., Guelph.

Canada Wire &amp; Iron Goods Co., Hamilton.

**FIRE BUCKET TANKS**  
Metal Shingle & Siding Co., Preston.

A. B. Ormsby Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**FIRE DOOR HARDWARE**  
Winnipeg Ceiling & Roofing Co., Winnipeg.

Richards-Wilcox Canadian Co., London.

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

Metal Shingle &amp; Siding Co., Preston.

**FIRE EXTINGUISHERS**  
Metal Shingle & Siding Co., Preston.**FLAGS**  
Scythes & Co., Toronto.

J. J. Turner &amp; Son, Peterboro.

**FLOOR AND WALL THIMBLES**  
Metal Shingle & Siding Co., Preston.**FORCE CUPS**—Rubber  
The Goodyear Tire & Rubber Co., of Canada, Limited, Toronto.

Gutta Percha &amp; Rubber, Ltd., Toronto.

**FOUNDRY SUPPLIES**  
B. Greening Wire Co., Hamilton.

Canada Wire &amp; Iron Goods Co., Hamilton.

**FOOD CHOPPERS**  
Maxwells, Ltd., St. Mary's.Peck, Stow & Wilcox Co., South-  
ington, Conn.

McClary Mfg. Co., London.

**FOOT WARMERS**  
Chicago Flexible Shaft Co., Chicago.**FURNACES**—Plumbers'  
James Morrison Brass Mfg. Co., Toronto.**FURNACES**—Hot Air  
Bowes, Jamieson, Ltd., Hamilton.

Beach Foundry Co., Ottawa.

Burrow, Stewart &amp; Milne, Hamilton.

Can. Heat &amp; Vent. Co., Owen Sound.

Clare Bros., Preston.

Specialty Mfg. Co., Grimsby.

Galt Stove &amp; Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N.B.

Gurney Foundry Co., Toronto.

Hamilton Stove &amp; Heater Co., Hamilton.

Hall Zryd Foundry Co., Hespeler.

Kir-Ben, Ltd., Almonte.

McClary Mfg. Co., London.

Pease Foundry Co., Toronto.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

**FURNITURE SLIDES**  
Onward Mfg. Co., Berlin.**GALVANIZED IRON**  
Metallic Roofing Co., Toronto.

Metal Shingle &amp; Siding Company, Preston.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

B. &amp; S. H. Thompson, Montreal.

M. &amp; L. Samuel, Benjamin &amp; Co., Toronto.

Winnipeg Ceiling &amp; Roofing Co., Winnipeg.

Metal Shingle &amp; Siding Co., Preston.

McFarlane-Douglas Co., Ottawa.

A. Welch &amp; Son, Toronto.

**GALVANIZED NETTING**  
B. Greening Wire Co., Hamilton.**GARAGES**—Metal  
The Pedlar People, Oshawa.

Metal Shingle &amp; Siding Co., Preston.

**GARBAGE CANS**  
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Steel Trough &amp; Machine Co., Tweed.

**GARDEN AND PARK SEATS**  
Stratford Mfg. Co., Stratford.**GARDEN HOSE**  
The Goodyear Tire & Rubber Co., of Canada, Limited, Toronto.

Gutta Percha &amp; Rubber, Ltd., Toronto.

**GAS IRONS**

McClary Mfg. Co., London.

**GAS OVENS**

Fairgrieve Metal &amp; Stamping Co., Toronto.

**GAS RANGES**

Burrow, Stewart &amp; Milne, Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

Fairgrieve Metal &amp; Stamping Co., Toronto.

Gurney Foundry Co., Toronto.

Hamilton Stove &amp; Heater Co., Hamilton.

McClary Mfg. Co., London.

D. Moore Co., Hamilton.

Moffat Stove Co., Weston.

James Stewart Mfg. Co., Woodstock.

Supreme Heating Co., Welland.

**GAS FIXTURES**

James Morrison Brass Mfg. Co., Toronto.

Barton Netting Co., Windsor.

**GAS WATER HEATERS**

Moffat Stove Co., Weston.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

Burrow, Stewart &amp; Milne, Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

**GASOLINE LIGHTING**

H. W. Knight &amp; Bros., Toronto.

**GASOLINE & OIL PUMPS**

Wayne Oil Tank &amp; Pump Co., Woodstock, Ont.

**GASOLINE STOVES**

James Stewart Mfg. Co., Woodstock.

**GATES**—Farm

Steel Co. of Canada, Montreal.

McGregor Banwell Fence Co., Walkerville.

Banwell Hoxie Wire Fence Co., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

**GAUGES**

Stanley Rule &amp; Level Co., New Britain, Conn.

**GAUGE COCKS**

Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co., Toronto.

**GLASS**

Consolidated Plate Glass Co., Toronto.

Hobbs Mfg. Co., London.

Toronto Plate Glass Imp. Co., Toronto.

A. Ramsay &amp; Son Co., Montreal.

**GLASS—Bent**

The Toronto Plate Glass Importing Co., Toronto.

**GLASS CUTTING BOARDS**

Lufkin Rule Co. of Canada, Windsor.

A. Ramsay &amp; Son Co., Montreal.

Sanderson Percy &amp; Co., Toronto.

**GLAZIERS' TOOLS**

Smith &amp; Hemenway, New York.

**GRANARIES**—Portable

Metallic Roofing Co., Toronto.

**GRASS CATCHERS**

Taylor-Forbes Co., Guelph.

**GRINDSTONES**

Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co., London.

**GRINDSTONE FIXTURES**

Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**

Remington U.M.C. Co., Windsor.

Ross Rifle Co., Quebec.

**HACK SAW BLADES**

F. C. Atkins &amp; Co., Hamilton.

Simonds Canada Saw Co., Montreal.

**HALTERS**—Leather

G. L. Griffith &amp; Son, Stratford.

**HAMMERS**

James Smart Mfg. Co., Brockville.

Stanley Rule &amp; Level Co., New Britain, Conn.

Allan Hills Edge Tool Co., Galt.

**HAMMOCKS**

Dominion Hammock Co., Dunnville.

Galt Robe &amp; Hammock Co., Galt.

**HANDLES**—Door, Drawer and Store

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

Canadian Yale &amp; Towne, Ltd., St. Catharines.

**HANDLES**—Axe, Pick, etc.

Lachute Shuttle Mfg. Co., Lachute, Mills, Que.

Drayton Mills, Ltd., Drayton, Ont.

Turner Day Woolworth Co., Louisville, Ky.



**HARNESS AND BLANKETS**  
G. I. Griffith & Son, Stratford.  
Burlington Windsor Blanket Co.,  
Toronto.

**HASPS AND LATCHES**  
Taylor-Forbes Co., Guelph.  
Stanley Works, New Britain,  
Conn.

Cowan & Britton, Ltd., Gananoque.  
James Smart Mfg. Co., Brockville.

**HATCHETS**  
James Smart Mfg. Co., Brockville.

**HAY KNIVES**  
Welland Vale Mfg. Co., St. Catharines.

**HINGES**  
Stanley Works, New Britain,  
Conn.

Springer Lock Mfg. Co., Belleville.

Canada Steel Goods Co., Hamilton.  
Cowan & Britton, Ltd., Gananoque.

Taylor-Forbes Co., Guelph.  
**HINGES—Spring and Floor**

Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn, N.Y.

Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.  
**HOCKEY PUCKS**

The Goodyear Tire & Rubber Co., of  
Canada, Limited, Toronto.

**HOCKEY STICKS**  
Drayton Mills, Ltd., Drayton, Ont.

**HOES**  
Welland Vale Mfg. Co., St. Catharines.

**HORSE CLIPPING MACHINES**  
B. & S. H. Thompson, Montreal.

Chicago Flexible Shaft Co., Chicago.

**HORSE SHOES AND NAILS**  
Steel Co. of Canada, Hamilton.

**HORSESHOE OALKS**  
Steel Co. of Canada, Hamilton.

**HOUSE CLEANING UTENSILS**  
Onward Mfg. Co., Berlin.

**HOSE REELS**  
Gutta Percha & Rubber, Ltd., Toronto.

**HOOKS—Coat and Hat, Kitchen**  
Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.  
**HOOKS AND EYES**

Steel Co. of Canada, Hamilton.  
Stanley Works, New Britain,  
Conn.

**ICE SHAVES**  
McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**  
Stanley Rule & Level Co., New  
Britain, Conn.

**ICE CREAM FREEZERS**  
McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.  
Sheet Metal Products Co., Toronto.

**ICE BOXES AND CHESTS**  
E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.  
**INJECTORS—Automatic**

James Morrison Brass Mfg. Co.,  
Toronto.

**INGOT METALS**  
M. & L. Samuel, Benjamin & Co.,  
Toronto.

Canada Metal Co., Toronto.  
**IRONING AND BAKE BOARDS**

Stratford Mfg. Co., Stratford.  
Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.  
**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern & Lamp Co.,  
Hamilton.

**JOIST HANGERS**  
Taylor-Forbes Co., Guelph.

**KEY BLANKS**  
Canadian Yale & Towne, Ltd., St.  
Catharines.

**KITCHEN CABINETS**  
E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**  
Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.  
**KNIVES—Draw**

Allan Hills Edge Tool Works, Galt.  
Peck, Stow & Wilcox Co., South-  
ington, Conn.

**KNIVES—Planer, Paper-cutting**  
Simonds Canada Saw Co., Mont-  
real.

Henry Diston & Sons, Toronto.  
**LADDERS**

Stratford Mfg. Co., Stratford.  
McFarlane Ladder Co., Toronto.

**LADDERS—Store**  
James Morrison Brass Mfg. Co.,  
Toronto.

Milbradt Mfg. Co., St. Louis, Mo.  
**LAMPS**

Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

**LAMPS—Incandescent**  
Canadian Sunbeam Lamp Co., To-  
ronto, Ont.

**LAMPS AND BURNERS**  
Ontario Lantern & Lamp Co.,  
Hamilton.

Thos. Davidson Mfg. Co., Mont-  
real.

E. T. Wright Co., Ltd., Hamilton.  
**LAMPBLACK**

L. Martin Co., New York.  
**LANTERNS**

Thos. Davidson Mfg. Co., Mont-  
real.

Ontario Lantern & Lamp Co.,  
Hamilton.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.  
**LATCHES**

Canadian Yale & Towne, Ltd., St.  
Catharines.

Richards-Wilcox Canadian Co.,  
London.

Taylor-Forbes Co., Guelph.  
Bommer Brothers, Brooklyn.

**LAUNDEY TUBS**  
James Morrison Brass Mfg. Co.,  
Toronto.

**LAVATORIES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Canada Metal Co., Toronto.  
Steel Trough & Machine Co.,  
Tweed.

**LAWN FENCING**  
McGregor Banwell Fence Co., Wal-  
kerville.

B. Greening Wire Co., Hamilton.  
**LAWN HOSE**

Gutta Percha & Rubber, Ltd., To-  
ronto.

**LAWN SEATS AND SWINGS**  
Stratford Mfg. Co., Stratford.

Canadian Buffalo Steel Co., Pres-  
ton.

**LAWN MOWERS**  
Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.  
James Smart Mfg. Co., Brockville.

**LAWN SPROCKLERS**  
James Morrison Brass Mfg. Co.,  
Toronto.

Taylor-Forbes Co., Guelph.  
Gutta Percha & Rubber, Ltd., To-  
ronto.

**LEAD PIPE**  
Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.  
**LETTER BOXES**

Taylor-Forbes Co., Guelph.  
**LEVELS**

Frank Sand Mfg. Co., Windsor.  
Stanley Rule & Level Co., New  
Britain, Conn.

**LEATHER—Soles, Etc.**  
Beardmore & Co., Toronto.

**LINOLEUMS**  
Dominion Oil Cloth Co., Montreal.

**LINSEED OIL**  
Sherwin-Williams Co., Montreal.

Sanderson Pearey & Co., Toronto.  
Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., To-  
ronto.

E. T. Wright Co., Ltd., Hamilton.  
**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.  
Peck, Stow & Wilcox Co., Cleve-  
land, Ohio.

Taylor-Forbes Co., Guelph.  
Canadian Yale & Towne, Ltd., St.  
Catharines.

Springer Lock Mfg. Co., Belle-  
ville.

**LUMBERING TOOLS**  
Allan Hills Edge Tool Co., Galt.

**MACHINE KNIVES**  
E. C. Atkins & Co., Hamilton.

Henry Diston & Sons, Toronto.  
**MALLETS**

Stanley Rule & Level Co., New  
Britain, Conn.

**MANUAL TRAINING BENCHES**  
Richards-Wilcox Canadian Co.,  
Ltd., London.

**MANGLES**  
Cummer-Dowsell, Ltd., Hamilton.

Maxwells, Ltd., St. Mary's.  
Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.  
**MANTELS—Wood**

Barton Netting Co., Windsor.  
**MAPLE EVAPORATORS**

Steel Trough & Machine Co.,  
Tweed.

**MARINE SUPPLIES**  
James Morrison Brass Mfg. Co.,  
Toronto.

Consumers' Cordage Co., Toronto.  
**MATCH STANDS (Safety)**

Chicago Hardware Foundry Co.,  
Chicago, Ill.

**MATTOCKS**  
Welland Vale Mfg. Co., St. Catharines.

**MEASURING PUMPS**  
Wayne Oil Tank & Pump Co.,  
Woodstock, Ont.

**METALS**  
Canada Metal Co., Toronto.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

M. & L. Samuel, Benjamin & Co.,  
Toronto.

B. & S. H. Thompson, Montreal.  
E. T. Wright Co., Ltd., Hamilton.

**METAL CEILINGS AND WALLS**  
Metallic Roofing Co., Toronto.

McFarlane-Douglas Co., Ottawa.  
Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Sarnia Metal Products Co., To-  
ronto.

Metal Shingle & Siding Co., Pres-  
ton.

**METAL POLISHES**  
Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co.,  
Windsor, Ont.

Sherwin-Williams Co., Montreal.  
**METAL WASHBOARDS**

Meekins & Sons, Hamilton.  
**METAL GARAGES AND SILO**

**ROOFS**  
Metallic Roofing Co., Toronto.

Metal Shingle & Siding Co., Pres-  
ton.

**METAL LATHS**  
Pedlar People, Oshawa.

Metallic Roofing Co., Toronto.  
Metal Shingle & Siding Co., Pres-  
ton.

Winnipeg Ceiling & Roofing Co.,  
Winnipeg.

Metal Shingle & Siding Company,  
Preston.

**MILL SUPPLIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

**MIRRORES**  
Toronto Plate Glass Imp. Co., To-  
ronto.

Consolidated Plate Glass Co., To-  
ronto.

Kinzinger & Bruce Co., Niagara  
Falls.

Hobbs Mfg. Co., Ltd., London.  
**MITRE BOXES**

Stanley Rule & Level Co., New  
Britain, Conn.

E. C. Atkins & Co., Hamilton.  
**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.  
**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.  
**MORTAR COLORS**

Manton Bros., Toronto.  
Sanderson Pearey & Co., Toronto.

**MOTOR BOAT SUPPLIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

**MOTOR ACCESSORIES**  
Canadian Fairbanks-Morse Co.,  
Montreal.

**NAILS (Cut)**  
Cowan & Britton, Ltd., Gananoque.

Steel Co. of Canada, Ltd., Hamil-  
ton.

**NAILS (Wire)**  
H. S. Howland, Sons & Co., To-  
ronto.

P. L. Robertson Mfg. Co., Milton.  
Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

Canadian Yale & Towne, Ltd., St.  
Catharines.

**NAIL PULLERS**  
Smith & Hemenway, New York.

Chas. Morrill, New York, N.Y.  
**NECKYOKES**

Drayton Mills, Ltd., Drayton, Ont.

**NICKEL-PLATED WARE**  
Landers, Frary & Clark, New  
Britain, Conn.

**NUT CRACKERS**  
Chicago Hardware Foundry Co.,  
Chicago, Ill.

**OAKUM**  
A. Ramsay & Son Co., Montreal.

Scythes & Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

**OILS—Linseed and Boiled**  
Canada Linseed Oil Mills, Mont-  
real and Toronto.

**OILS—Varnish**  
Canada Linseed Oil Mills, Mont-  
real and Toronto.

**OIL AND GASOLINE TANKS**  
Steel Trough & Machine Co.,  
Tweed.

Thos. Davidson Mfg. Co., Mont-  
real.

Sheet Metal Products Co., Toron-  
to.

Metal Shingle & Siding Co., Pres-  
ton.

**OIL STOVES AND HEATERS**  
Bowes, Jamieson, Ltd., Hamilton.

Imperial Oil Co., Toronto.  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

James Stewart Mfg. Co., Wood-  
stock.

**OIL STORAGE SYSTEMS**  
S. F. Bowser & Co., Toronto.

Heller-Aller Co., Windsor.  
Steel Trough & Machine Co.,  
Tweed.

Wayne Oil Tank & Pump Co.,  
Woodstock.

**OILERS—Engine and Machine**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.  
**OILED CLOTHING**

Scythes & Co., Toronto.  
**OIL CLOTHS**

Dominion Oil Cloth Co., Montreal.  
**OIL CANS**

Fairgrieve Metal & Stamping Co.,  
Toronto.

**OILY WASTE CANS**  
James Morrison Brass Mfg. Co.,  
Toronto.

Metal Shingle & Siding Co., Pres-  
ton.

E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toron-  
to.

**ORNAMENTAL IRON**  
Canada Wire & Iron Goods Co.,  
Hamilton.

**PAILS—Wood**  
Wm. Cane & Sons Co., Newmarket.

**PAINTS AND OILS**  
Brandram-Henderson, Ltd., Mont-  
real.

Canada Paint Co., Montreal.  
Imperial Varnish & Color Co., To-  
ronto.

Ottawa Paint Co., Ottawa.  
R. C. Jamieson & Co., Montreal.

Lowe Bros., Ltd., Toronto.  
Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.  
Pratt & Lambert, Buffalo.

Pinchin-Johnson Co., Toronto.  
A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.  
Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
A. Ramsay & Son Co., Montreal.

**PAINTERS' TRESTLES**  
Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.  
McFarlane Ladder Works, Toron-  
to.

Walker Bin & Store Fixture Co.,  
Berlin.

**PAPERHANGERS' TOOLS**  
Sanderson Pearey & Co., Toronto.

A. Ramsay & Son Co., Montreal.  
**PARIS GREEN**

Sherwin-Williams Co., Montreal.  
A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.  
Canada Paint Co., Montreal.

**PARLOR DOOR HANGERS**  
Richards-Wilcox Canadian Co.,  
Ltd., London.

Canada Steel Goods Co., Hamilton.  
Taylor-Forbes Co., Guelph.

**PERFORATED METALS**  
B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,  
Hamilton.

**PICKS**  
Welland Vale Mfg. Co., St. Catharines.

**PIG IRON**  
Steel Co. of Canada, Hamilton.

Samuel, Benjamin & Co., Toronto.  
**PIPE CUTTERS AND VISES**

Armstrong Mfg. Co., Bridgeport,  
Conn.

James Morrison Brass Mfg. Co.,  
Toronto.

**PIPE AND FITTINGS—Black**  
and Galvanized

James Morrison Brass Mfg. Co.,  
Toronto.

Canada Metal Co., Toronto.  
Steel Co. of Canada, Hamilton.

**PLANES**  
Stanley Rule & Level Co., New  
Britain, Conn.

National Mach. & Supply Co.,  
Hamilton.

**PLASTER**  
Alabastine Co., Ltd., Paris.

**PLASTER OF PARIS**  
A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.  
Canada Paint Co., Montreal.

Alabastine Co., Ltd., Paris.

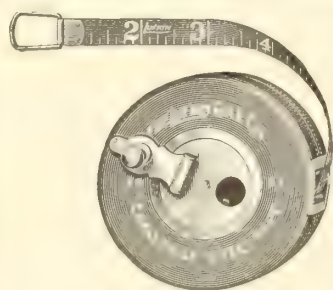






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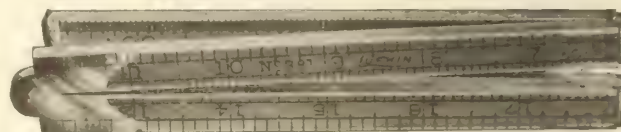
## LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

Back of that are these causes—The quality put into the goods—The reputation they bear among users. But, the thing that most deserves your attention as a dealer is this fact—THEY WILL MOVE. Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.  
WINDSOR, ONT.



RED  
**S**  
BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO



Hereafter, The Canadian Hardware Journal will not accept any advertising contracts from foreign manufacturers unless they have a branch plant in Canada.

- ¶ In the past we have advocated that retail hardware dealers should buy "*Made in Canada*" goods.
- ¶ Now we go further ; are willing to make the necessary sacrifice of revenue to carry the advocacy to the limit.
- ¶ The British Empire is to-day going through a great crisis, economic as well as military.
- ¶ If Canada is to do her full part in the economic support of the Mother Country her people must show a preference for "*Made in Canada*" Goods.
- ¶ In the last five years the balance of trade against Canada was \$825,323,479. Our purchases exceeded our sales by that sum. This balance was offset by borrowing money from Great Britain. We cannot fairly ask Britain to loan money in this way after the great strain of the war.
- ¶ Last year we sold more than we bought. If we continue to do this we will lessen the economic load to be carried.

The Canadian Hardware Journal is willing to forego revenue if by so doing we can help to divert trade to Canadian factories instead of to manufacturers in other countries.

THE COMMERCIAL PRESS, LIMITED  
32 COLBORNE STREET  
TORONTO

October 1st, 1915



# PANAMA-PACIFIC INTERNATIONAL EXPOSITION



## DISSTON, Philadelphia—TWELVE HIGHEST AWARDS

Strikingly significant on this, our SEVENTY-FIFTH ANNIVERSARY, is the sweeping verdict of the continued supremacy of Quality, Workmanship and Efficiency of DISSTON GOODS.

**HENRY DISSTON & SONS, LIMITED**

2-20 Fraser Ave.

Toronto, Ontario



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

## A Window DISPLAY—Not an EXHIBIT

As photographed from a hardware window in Toronto  
with advertising supplied by The Ottawa Paint Works



**SELL GOODS "MADE IN CANADA"**

**THE OTTAWA PAINT WORKS**

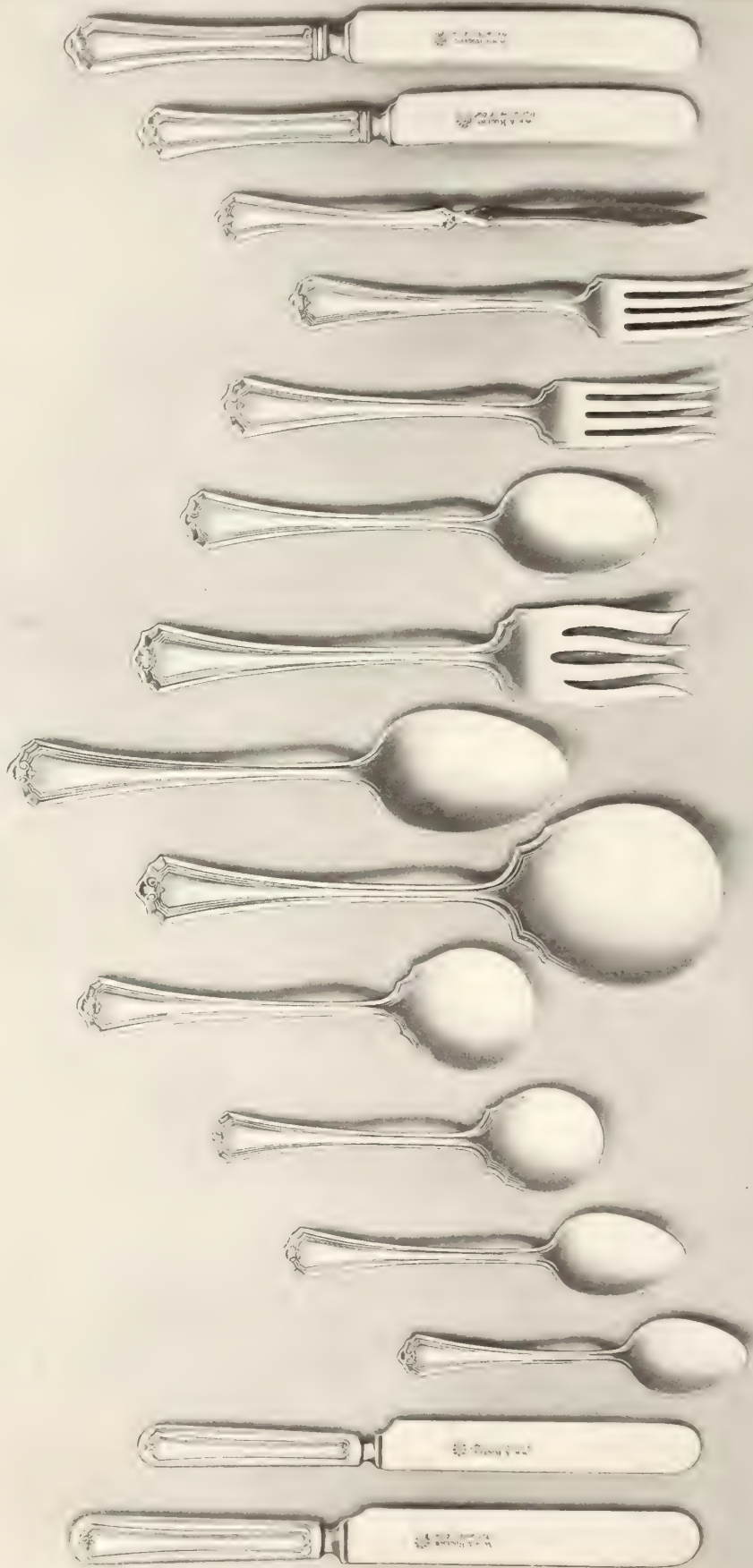
TORONTO

OTTAWA  
CANADA

VANCOUVER

Toronto Branch: 153 Duchess Street





The Raleigh

*In buying Flatware look for the "R" in the Horse Shoe.*  
 If your Knives, Forks and Spoons bear this mark you may rely on them, as it represents SECTIONAL PLATED goods of guaranteed quality on 21 NICKEL SILVER base metal.

TORONTO

CANADIAN WM. A. ROGERS LIMITED

WINNIPEG



## What the WAR Proved

Among other things it has clearly proved that there is no good substitute for a galvanized sheet.

## What WE have Proved

There is no better galvanized sheet made in Europe or America than

Ask your jobber  
or ask  
us for details



We have a big  
stock  
for rush orders

## GALVANIZED STEEL SHEETS

*Made Right Here in Canada*

**Dominion Sheet Metal Co., Limited, Hamilton, Ont.**



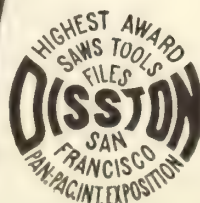
Keystone No. 2

## Disston Exhibit

*Panama-Pacific  
International Exposition*

## Highest Award

**SAWS  
TOOLS  
FILES**



**Henry Disston & Sons**  
Limited

2-20 Fraser Ave., Toronto, Ont.



## The Card on the Opposite Page Will Bring You Private War Orders for Gillette Razors and Blades

The "boys" at the Front certainly do appreciate the Gillette—and the velvet shave it gives them under even the most unfavorable conditions. You'll be doing them a real service when you recommend the Gillette to customers who want to send "something for Christmas"—for this is one of the few really practical gifts.

Many of the Canadians already have Gillettes—are sharing them freely—and so will need a generous supply of blades. Don't let your customers overlook this.

We are sending you one of the "Dugout" Counter Cards, 11"x14", shown on the page opposite. Make it the centre of a strong Gillette display in your window or on your counter, and just watch it work for you. If you want extra cards, write us.

### Gillette Safety Razor Co.

of Canada, Limited

The Gillette Bldg., Montreal





**Will Your Boy Spend Christmas**  
*"Somewhere in France"?*  
**Then help him spend it Merrily!**

Lieut.-Col. Canon Almond, Senior Chaplain of the 1st Division Overseas, says: "The boys want books, 'smokes', good razors and toilet articles"—the Gillette Safety Razor ranks as a warm favorite, for one of the real luxuries of trench life is a clean, comfortable shave—and it is even more appreciated by the wounded in the hospitals.

It's a luxury the lucky ones share with their pals, so send along plenty of Blades. If he has a Gillette already, a few boxes of blades will go far toward making him the most popular man in his Company.

Choose a Gillette Set to-day. Our Distributors will arrange through us for delivery at the Front.

**Gillette Safety Razor Co. of Canada, Limited**

GILLETTE BLDG.,

MONTREAL.







**It's the Dealer  
Who Stocks**

**the best known lines that gets  
the business.**

Your file stock should therefore consist  
of the following five famous brands:

**KEARNEY & FOOT  
GREAT WESTERN  
AMERICAN  
ARCADE  
GLOBE**  
(Made in Canada)

When you bear in mind that 10,000  
dealers in Canada stock these famous  
five—

When you know that behind you is  
our 50-year-old experience in the making  
of files—

When we tell you that the Nicholson  
output is over 60,000,000 yearly—

The question is: Can you afford to be  
without these well-known brands of files  
on your shelves?

To help you, we're educating your cus-  
tomers, through advertising, to throw  
away their files when the "inefficient"  
point is reached. And that our efforts  
are not wasted is proven by the increased  
demand for files—of the "famous five"  
mentioned above.

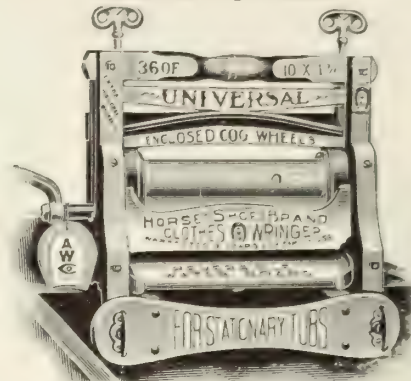
(Jobbers Everywhere)

**NICHOLSON FILE COMPANY**  
Port Hope Ontario

## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/2 inches
No. 341 E	No. 361 E	11 x 1 1/2 inches

We make the largest variety of Wringers in the world.

Send for our latest Catalog and Price List

**The American Wringer Co.**  
New York, U. S. A.

## The "Handy Andy" Improved Force Cup



For household use,  
enables anyone to  
keep the drain pipes  
of sinks, baths, basins,  
tubs, etc., free and  
clear, and in a safe  
and sanitary condition.

*There's a Good  
Sale for Them*

Manufactured solely by

**Gutta Percha & Rubber, Limited**

Successors to

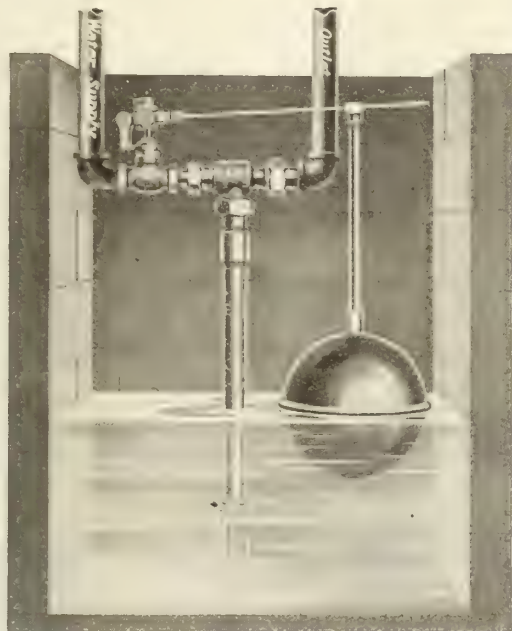
**The Gutta Percha & Rubber Mfg. Co. of Toronto**  
Limited

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER



# MORRISON

## Automatic Cellar Drainer



The most efficient cellar drainer on the market. Simple and durable.

Has double the lifting power of any other cellar drainer made.

Working parts all above water.

These outfits have been in continuous successful service for upwards of two years, without requiring the slightest attention.

**The James Morrison Brass Mfg.  
Company, Limited**

93-97 Adelaide Street West, Toronto

# STOVE PIPE IRON

POLISHED

18" x 21"—18" x 24"



PLAIN

20" x 28". Odd sizes

We have large stocks of all Merchants' sizes of Canada Plates. Are offering very attractive prices for immediate and future shipment. The possibility of a shortage is almost certain—Book your Order with us at once—A wire to us will bring a sample shipment of three boxes that you may see the high quality of sheets we are offering.

*Our advice is to book your order at once and be safe*

**THE SARNIA METAL PRODUCTS CO., LIMITED**

SARNIA CANADA

*Get our prices on our other lines of sheet metal building materials*



*Practical—Convenient—Inexpensive*  
**Shelf Lock Step Ladder**



Our special lock device holds the ladder from opening or closing when in use. The shelf is always up when the ladder is closed, and horizontal when in use. Galvanized steel ears fasten the legs and risers to the top. A good seller because it fills the bill at a low price. All sizes.

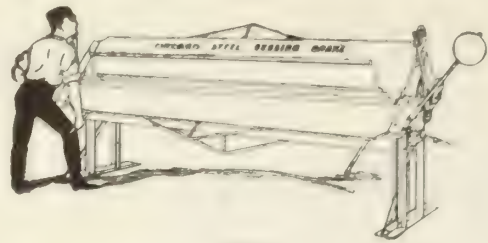
*Write us for prices*

**Stratford Mfg. Co., Limited**

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn, Camp, and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO



THE  
**Chicago Steel Bending Brake**

**In One of the 200 Sizes will Save Money for You**

Your sheet metal department will turn over more profit by the use of the **Chicago Steel Bending Brake**

One man can operate with ease, and it produces a great amount of work with uniform accuracy in wonderfully fast time.

You needn't rely upon our judgment or yours. The judgment behind the employment of over ten thousand in the U. S. is our reference.

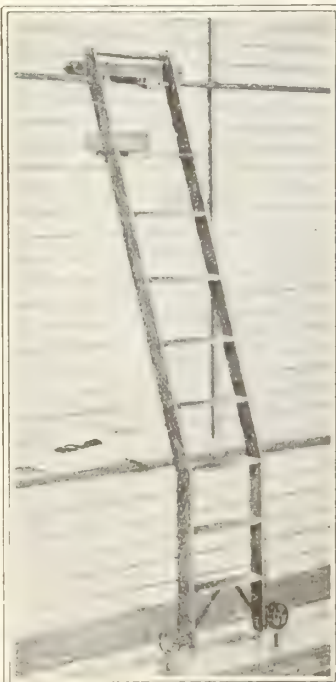
*Literature upon request.*

**The Steel Bending Brake Works**

Chatham, Ontario

LIMITED

**MILBRADT LADDERS**



**Mean** a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hardwood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete **ROLLING LADDER CATALOGUE**, showing many styles suitable for all kinds of shelving.

**MILBRADT MANUFACTURING CO.**

2400 N. 10th Street

St. Louis, Mo.

**"TIGER"  
 WHITE  
 LEAD**

*The Lead With the Spread*

**PROMPT SHIPMENTS MADE**

PACKED IN 12½, 25, 50, 100 LB.  
 IRONS AND 500 LB. KEGS.

**The Steel Company of Canada, Ltd.**

HAMILTON  
 VANCOUVER

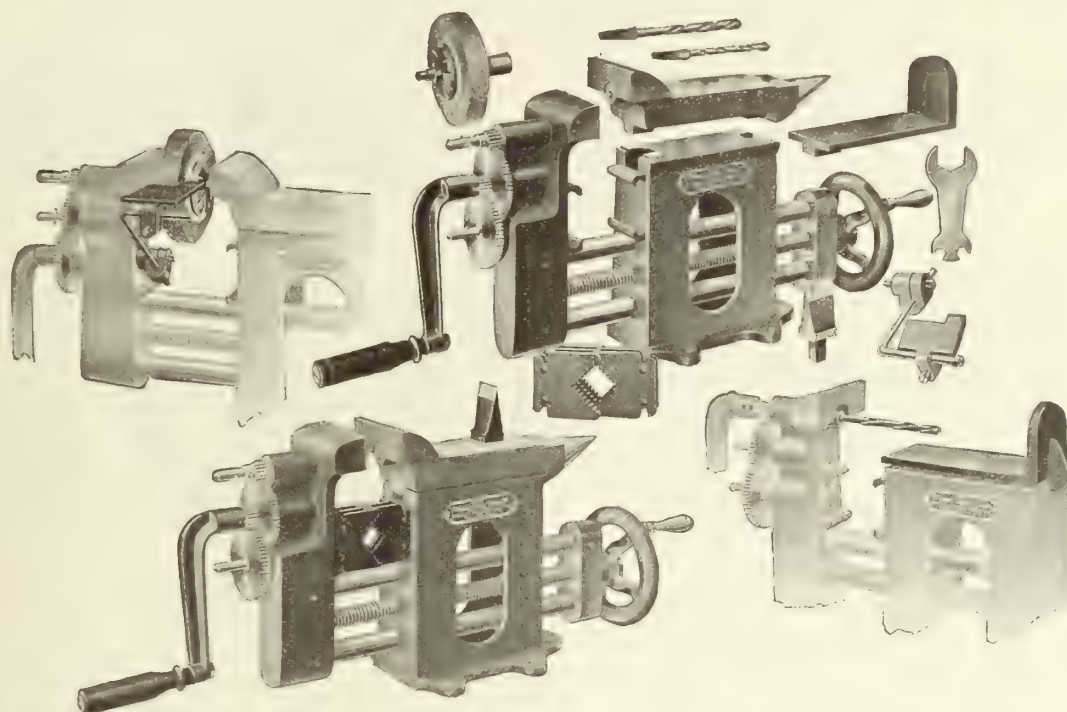
MONTREAL  
 VICTORIA

TORONTO  
 HALIFAX

WINNIPEG  
 ST. JOHN



# A MARVELOUS SELLER



## The Stewart Handy Worker

### The Complete Home Workshop

#### It Comprises:

A steel faced vise up to  $4\frac{1}{2}$  inches.

A steel pipe vise of marked superiority; takes pipe up to  $1\frac{1}{2}$  inches.

A strong and sturdy anvil.

A cutting hardie.

A corundum grinder, 5 inches by 1 inch; 3 speeds.

A two-speed drill press, taking any standard drill.

A stable, practical combined tool, that sells to your customers for only \$14.00, and which shows you a liberal profit

Boxed for shipment, weighs 90 pounds

From your jobber, or write for dealers' prices

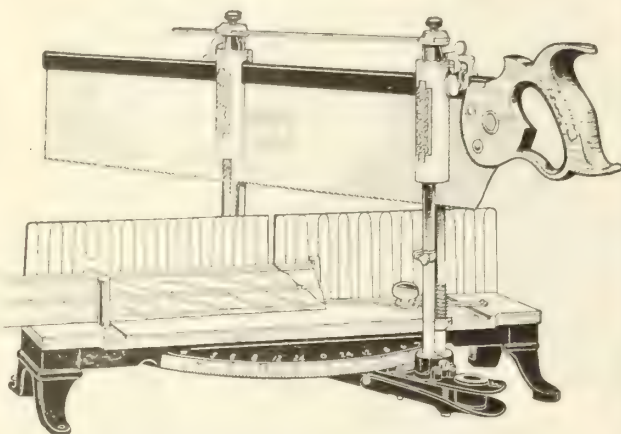
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## CHICAGO FLEXIBLE SHAFT COMPANY

187 ONTARIO STREET - CHICAGO



# Stanley Tools



## Stanley Mitre Boxes

**STRONG---DURABLE---ACCURATE**

### A Few Striking Features

- Saw is held above work when not in use.
- Swivel is automatically locked at any angle.
- Two sockets in swivel for use of long or short saw.
- Narrow opening in back of frame, especially adapted for small work.
- Steel rod uprights for saw guides.
- Uprights adjustable for saws of varying thickness and for those that run out of true.
- Stock guides for holding work in place.
- Extra wide range of work—will saw at angle of 30 degrees.
- One-piece frame with detachable malleable iron legs.
- Construction thoroughly mechanical; all parts interchangeable and readily replaced if lost.
- Quickly and easily put together or taken apart for carrying.

**A specially made back saw  
furnished with each box.**

Every mechanic that visits your store will be interested in this up-to-date mitre box.

May we send you some special circulars containing complete description?

**STANLEY RULE & LEVEL CO.  
NEW BRITAIN, CONN. U.S.A.**



## "YANKEE" VISE

**No. 1993**

### WITH SWIVEL BASE

*A Great Little Vise  
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws  $2\frac{3}{4}$ " wide,  $1\frac{7}{8}$ " deep,  
opening  $3\frac{1}{8}$ ", Base  $7\frac{1}{2}$ " long.

*Your Jobber will supply you*

**NORTH BROS. MFG. CO.  
PHILADELPHIA, PA.**



# CROSS CUT SAWS

We are making, at Hamilton, the most profitable line of Cross Cut Saws and Saws for all purposes that you can buy. Their quality insures a fair profit. That's the secret of our success and popularity.

We have a book that describes all patterns. Write and ask for catalog "H. M." Let us line you out on cost and resale prices and other details. We have a mighty interesting proposition for you.



# ATKINS

Makers of Sterling Saws. Made in Canada.

## E. C. ATKINS & CO.

Factory, HAMILTON, ONT.

Branch, 109 Powell St., VANCOUVER, B.C.



## This is the Paint of No Regrets

Dealers find its quality brings in the repeat business that spells profits. Buyers find its quality justifies its use under conditions that require the maximum of durability, beauty and spreading capacity.

*Write us regarding your sorting requirements*

**A. Ramsay & Son Co.**  
Established 1842 MONTREAL

Branches at 167 Render St. W., Vancouver,  
B.C.; 48 Colborne St., Toronto



THE RIGHT PAINT TO PAINT RIGHT  
NEVER LEFT ON YOUR SHELVES

Push for Farmer's Trade this Fall



# Brushes That Will Move Quickly

Meakins' Brushes will be in big demand this Fall. Is your stock complete. Here are a few suggestions which are profitable to the dealer with his customers.



STABLE BROOMS

Why not avoid  
expensive delay  
and get your order  
in early?



HORSE BRUSHES



*Made in Canada*

**MEAKINS & SONS, LIMITED, Hamilton, Ontario**

Warehouses: Toronto, London, Winnipeg

Meakins Brush Co., Limited, Montreal

## The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fellow Plates.

## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15 1/2 Toronto Street  
Toronto

52 Canada Life Building  
Montreal

# PRICELESS JEWELS

receive enhanced lustre from suitable settings

One of the greatest assets in life is a spirit of cheerfulness and optimism. These sentiments are tirelessly voiced by

## YOUR LITTLE YELLOW CANARY

who, with his bright song and pert manners, continually strives to dissipate your gloom and pessimism.

As an optimist he ranks as one of Nature's Jewels.

Acknowledge your indebtedness to him, therefore, by giving him a setting worthy of his energetic efforts in your behalf, and flatter his vanity by furnishing him with a home constructed with a grace, elegance and beauty second only to his own.

*Wright's Gift Cages make Ideal Christmas Gifts*

Write for Pamphlet and Prices

**E. T. WRIGHT CO., Limited**  
Hamilton, Canada



**Push for Farmer's Trade this Fall**



# The "every purpose" Ammunition -



satisfies all customers, which means shot shells and metallics that give absolute satisfaction in all the popular arms in your vicinity.

## Dominion Ammunition

is the "every purpose" brand because high quality standards are maintained, sound selling methods are used and effective advertising is employed.

Sportsmen in Canada  
**Shoot Dominion**  
**Shot Shells & Metallics**



## DAVIDSON'S Premier Leader

The Best Value in a Steel Range on the Market

**Stove Dealers!** Many of your prospective customers have delayed purchasing a range on account of the investment. With a "Premier Leader" on your floor you can show them greatest value for their money, and at such an exceptionally low price you can close many sales even in the late season.

What the "Leader" is doing for others it will do for you.

Made in two sizes. Square or with reservoir fitted with high shelf, high closet or our attractive Persian closet, and with coal or wood linings.

WRITE FOR A SAMPLE RANGE TO-DAY

**The Thos. Davidson Mfg. Co.**  
Limited

Toronto

Montreal

Winnipeg

Push for Farmer's Trade this Fall



# Trulite

*"The Lantern of Excellence"*



The advertising value of each individual **Trulite** Lantern is demonstrated by their lasting qualities.

*"Made in Canada"*

by

**Ontario Lantern & Lamp Company, Limited**

**Hamilton, Ont.**

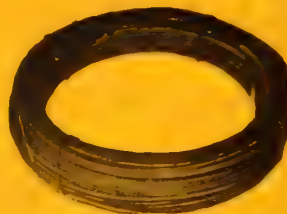
**Montreal, Que.**

**Winnipeg, Man.**

## Laidlaw Baling Wire and Bale-Ties

*are sure to give satisfaction*

Up to  
Gauge



Best  
Grade

10 per cent. stronger than any other Baling Wire. Made from the finest quality Bessemer Rods by our own process.

We also manufacture

**Wire Nails and Staples**

ALL THE STANDARD SIZES

*Let us send you our prices*

**The Laidlaw Bale-Tie Co.**

**HAMILTON, ONT.**

Limited

Geo. W. Laidlaw  
Vancouver, B.C.  
H. E. O. Bull, Montreal

Harry F. Moulden  
Winnipeg, Man.  
A. T. Diggins, Stair Bldg., Toronto



WHEN  
THE CUSTOMER READS

**DU PONT**

**On The Shell Box**

NO ARGUMENTS ARE  
NEEDED TO INDUCE  
HIM TO BUY

BY EXPERIENCE, or observation of others using this dependable powder, your customer has acquired a preference for this widely known powder.

**SIMPLIFY YOUR STOCK**

by specifying DU PONT, for Smokeless loads and DU PONT RIFLE for Black Powder in shell or bulk. Do this and tie your store to our continual and effective promotion of trapshooting. Sell the customer DU PONT LOADS. Make a quick, safe and sure sale.

*For Powder Booklets, Trapshooting Club Helps  
Hangers for Display, Advertising Aids  
or Any Information About Powders  
For Any Requirements  
Write Dept. 499*

**E. I. du Pont de Nemours & Co.**

*Powder Makers Since 1802*

**WILMINGTON, DEL., U.S.A.**

**Push for Farmer's Trade this Fall**



**70%**  
**Brandram's B.B.**  
**Genuine**  
**White**  
**Lead**

**30%**  
**Pure White**  
**Zinc**

## The Vital Part of Paint

is its white base

Its vitality is dependent upon the quality and proportions of its components.

### In B-H "ENGLISH" PAINT

the quality of the white lead

### BRANDRAM'S B.B. GENUINE

is unsurpassed, and when ground with the correct proportion of pure WHITE ZINC, as in

### B-H "ENGLISH" PAINT

to an impalpable fineness, it is capable of the maximum of endurance.

A guarantee of the exact proportions of 70% of BRANDRAM'S B.B. GENUINE WHITE LEAD to 30% of PURE WHITE ZINC, is on every package and provides the strongest selling feature.



# BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Push for Farmer's Trade this Fall





# A Practical Christmas Gift

*What better gift can a Retail Hardware Merchant give to a deserving clerk or employee than a year's subscription to The Canadian Hardware Journal.*

Its value to the Hardware dealer or clerk seeking ideas on how to obtain more business is not to be compared with the cost—only one dollar for twelve months.

An outstanding feature of the Canadian Hardware Journal is the editorial matter published. Nearly 30 pages each month of business suggestions, window displays, show card writing, retail advertising, store management, sale hints to clerks, etc.

Send in your order now and we will begin the subscription with our

December  
Number

The  
Canadian Hardware  
Journal

32 Colborne Street, Toronto



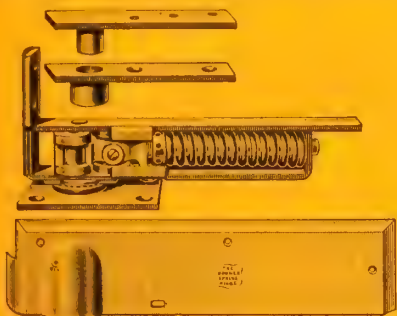
# BOMMER

## Floor Surface Spring Hinge

Release and Holdback Features  
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



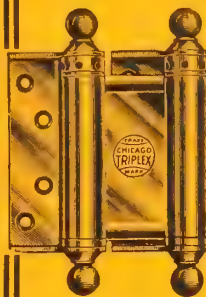
This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

**Bommer Bros., Manufacturers, Brooklyn, N.Y.**  
Canadian Representative, Alex. Thurber, 290 St Paul St.W., Montreal

TRADE  
**CHICAGO**  
MARK

## SPRING HINGES REPUTATION

### The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

**Chicago Spring Butt Company.**

CHICAGO



NEW YORK

Send for Catalogue S32

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
INTERNATIONAL  
Expositions



Special Grand Prize  
GOLD MEDAL  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO.

# MOTORING

The Pioneer Paper in the  
Automobile Field in Canada

¶ A monthly magazine of  
real interest and value to  
every motorist in Canada.

¶ We have made this journal the most practical automobile paper in Canada. It is an authority on the subjects of vital interest to all motor car owners and users.

¶ The big editorial features each month are striking and timely and the claim is easily substantiated that it is more virile now than at any period of its long record of progress and achievement.

¶ If you have a pleasure or a delivery car you should be a subscriber to this paper.

**The Commercial Press, Limited**

32 Colborne Street, Toronto

Push for Farmer's Trade this Fall



Made in  
La Salle, Ill  
by  
Westclox



### *Over Three Million in Profit*

**B**IG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$2.05 each. In broken lots, \$2.15 each. Less 2% Retail Price in Canada, \$3.00.

**Push for Farmer's Trade this Fall**



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

D. O. McKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN  
WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited  
32 Colborne Street, Toronto  
(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, NOVEMBER, 1915

NUMBER ELEVEN

## Hardwaremen and the Christmas Holiday Gift Trade

*A bright outlook for the coming season in view of better trade conditions and the increasing interest which buyers of gifts take in lines carried in the hardware store. Suggestions regarding suitable lines to stock, feature, display and advertise.*

By W. L. EDMONDS

TO hardwaremen who make an effort to secure it there should come a good business in Christmas holiday goods during the coming season. There are two reasons for believing this. The one is the increasing favor into which lines carried by hardwaremen are coming as Christmas gifts. The other is the better business conditions that now obtain compared with a year ago, as a result of the unprecedented crop which has been reaped and the war orders that have come to our manufacturers.

In spite, however, of the favorable conditions generally it will be only the dealers who make a special effort to secure the Christmas gift trade who will obtain much of it.

When people are abroad looking for goods which are suitable for Christmas presents they naturally are not likely to give anything but passing attention to the store which has made no special effort to attract them.

Psychology plays a greater part during the Christmas season in influencing buyers than at any other time of the year, for there is no season when so many people are visiting retail stores with the same object in view.

The dealer who does not take this fact into consideration and put his stock and his store in condition to meet the conditions obtaining will be in much the same position as the man who goes fishing unprovided with the right kind of bait.

### Featuring Staple Lines

Owing to the increasing tendency on the part of people generally to purchase useful goods as holiday

THE better the plans the retail hardwareman makes for the Christmas holiday trade the better, naturally, will be the ultimate results obtained.

gifts, staple lines will naturally sell well.

But even staple lines will sell in larger quantities where the dealer emphasizes their suitability as Christmas gifts. Should any dealer doubt it let him try it out.

Supposing, for example, a dealer takes, say, stoves and heaters, and makes a special effort to impress customers

with their suitability as Christmas gifts, suggesting that, in case individuals cannot afford a gift so costly, that relatives or friends can club together in order that the individual burden may be reduced to a minimum. Does anyone doubt that an increase in sales of stoves would follow? And what applies to stoves applies with equal force to all staple lines in everyday, or in seasonable, use.

But, of course, it does not follow that because it is wise for the dealer to impress upon the public the suitability of staple lines for Christmas gifts that he should confine himself to these. He would certainly lose a great deal of the Christmas trade if he did. Some people could be no more persuaded to buy staple goods as Christmas gifts than they could be persuaded to fly.

### Novelties for the Holiday Trade

No dealer but a shortsighted one would think of ignoring the wide range of lines which come under the ordinary category of Christmas presents. Novelties, of course, come within this category.

There was a time when novelties seemed to be out of place in a retail hardware store. And while there may be a dealer here and there who is still of the opinion









A window display of a Western dealer that last year attracted attention and created sales. The background was the big feature and offers some excellent suggestions for other dealers.

inence should, of course, be given to the lines which are likely to bring the most business. Price cards should accompany every display.

That all displays should be characterized by as marked a Christmas atmosphere as possible is taken for granted.

Someone dressed as Santa Claus might take his place in the window occasionally. Between times he might saunter about the store and, occasionally, even take a turn or two on the sidewalk. He would excite the interest of "grown-ups" as well as that of children.

#### Suggestions Regarding Advertising

As in the window displays, so in the advertising. The emphasis should be laid upon Christmas goods. And in doing so as liberal space as possible should be used. Niggardly advertising produces niggardly results. Good advertising is never an expenditure; it is an investment.

Illustrations, which manufacturers are only too willing to lend for the occasion, should be liberally used, although not to the point of crowding. Allow plenty of white space, for by so doing both illustration and advertisement stand out much more prominently than under opposite conditions. In a daily newspaper the advertisement should be changed every day and in a weekly every week. As rates are lower in a weekly than in a daily newspaper larger space should be used in the former in order that a wider variety of lines may be advertised. A few ads. are herewith reproduced, illustrating different styles of advertising.

If, in addition to newspaper advertising, neatly printed circulars, and either booklets or folded sheets, well illustrated, are distributed in the neighboring homes, business will be obtained that would otherwise go elsewhere.

#### Don't be Afraid of Innovations

Don't be afraid of innovations. Think out ways and means of devising and introducing them. Confer with your clerks and encourage them to put their thinking powers into operation. The more that are co-operating with one end in view the better, naturally, will be the ultimate results.

Put yourself in your customer's place. And while you are in his place study your stock and its arrangement and see if it attracts you. Then, still as a customer, take a turn about town and see if other dealers' stores are more inviting than your own. Even if you return persuaded that the contrary is the case, you will in the meantime have gathered some hints and picked up some ideas that can be turned to good account.

One thing is certain: The holiday trade is there for the hardwareman who goes after it. And the sooner the dealer begins to make his plans for getting after it the better.

#### SILVERWARE AS A CHRISTMAS GIFT

By W. C. Satterlee

You are in business—money and time invested—good-will created—and for one reason—you have merchandise to sell.

What is the only efficient and thorough way to tell your possible clientele what you have to sell—why it is better than something else of the kind—what it costs—how it looks or wears or operates?

Advertising is the only answer to the question. Let us look for a moment at the various methods of advertising you might employ. You have windows. Yes, a window display is valuable, it attracts people into the store, and it is relatively inexpensive to install and maintain, but it always stays in one place—it makes a good follow-up, as we shall see.

Newspaper advertising reaches people in the most valuable place—the home. Here various wants are discussed, preferences aired, and the final selection made on a basis of value received for a reasonable amount of money expended. Can you doubt the efficiency of your advertisement when present at such a council?

Make your advertisements reflect your personality, make them newsy and readable, give prices, and interesting and new features. The reader is attracted favorably to your store, perhaps decides to look in the windows and size up the general appearance of your merchandise.

Here is where the well-arranged window display com-



pletes the good work and the customer comes in. After that, it is really up to you anyway, a matter of good salesmanship and merchandise.

With the holiday season so near at hand it behooves you to make extra effort to get the lion's share of it. People are more open to argument, more liberal in both quantity and quality buying, for the holiday spirit seems to loosen purse strings as well as hearts.

Deck out your windows in holiday attire. Put in touches of color, mark every article with a neat price



Home-made display stand suitable for Christmas gifts, each shelf's goods marked at a different price.

ticket, and pound away with your advertisements, trying to make each one better than the last.

Every store feels an increase of business at this season, but the store that keeps advertising is the one that doubles and trebles its sales of holiday goods.

There are many other ways you can keep the holiday season in the minds of your customers—show cards, price tickets, a message on your wrapping paper—innumerable little things, yet each driving home its own special argument.

Many lines of goods are specially good sellers at this time of year. Take, for instance, silverware.

Every housewife feels she never had enough silver. If her supply of knives and forks and spoons is complete, there is always some fancy piece she would like—a butter knife, a berry spoon, a ladle or cold meat fork, a pair of bird carvers, or sugar tongs.

And when she has gifts to make her thoughts naturally turn to what she would like best herself. More silverware is the result.

What woman can resist such dainty gift sets as those illustrated on previous page? Few, we venture to say, and the easiest way to call their attention to them is through the newspapers.

And any silverware manufacturer will gladly send newspaper ads. already prepared in any pattern you carry. Try pushing silverware this season. It will pay.

### SEASONABLE POINTERS ON WINDOW DISPLAYS

You don't need an expert to trim your windows; any man with good taste can make a neat window display. An elaborate display is not essential, although it pays to show one once in a while. Don't put too many things in your window; it's apt to confuse. Get the public interested in what you're going to show next by changing your displays frequently. Slow-selling articles can often be disposed of by displaying them with the announcement of a special sale on a certain day. Use cut-outs and show cards, and adapt your displays to the season.

The front window is advertising space that has to be paid for whether used or not. It is paid for in the rent or the taxes and interest on the investment in premises. Indeed it is frequently urged that the window represents 40 per cent. of a fair rental. At any

rate it is very valuable and should be used to the limit. It has to be paid for. Make it pull. Make it pay.

Wood shavings make a splendid floor carpet for window displays of carpenters' tools.

Pruning season is here. Now's the time to display pruning saws and tools to catch sales from farmers, gardeners and rural dwellers.

Half of the dealer's problem is to display the goods he has. The same is true of displaying advertising features. I was in a store the other day, said a prominent paint sales manager, one that had a large photographic lithographed cutout way back in a corner where nobody could see it. A clever observer came in, put the cutout up in the centre of the floor and immediately created a lot of interest.

If you have any photographs of windows that have sold goods the editor of Canadian Hardware Journal would be glad to get the use of them for a few days.

### RULES FOR WINDOW RESULTS

Have your windows well lighted.

Plan your windows to overcome reflections.

Change the backgrounds frequently, using the more elaborate ones for openings and more simple changes between seasons.

Do not crowd the merchandise.

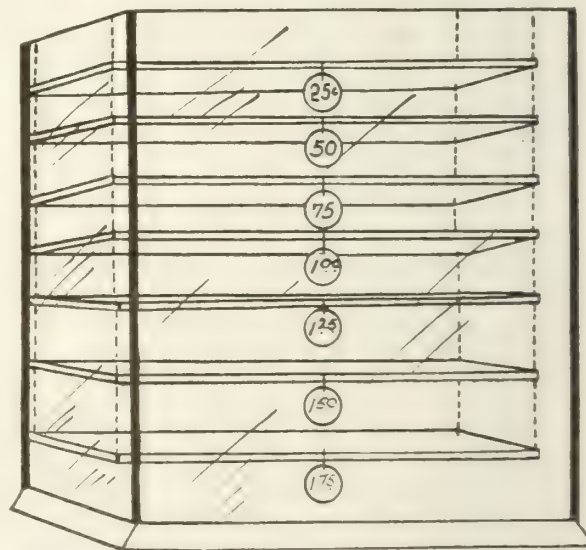
Do not let window decorations conflict with the merchandise.

Display accessories in the window.

A neat show card will answer many a customer's unasked question—price tickets on certain goods will sell more goods than a high-priced clerk.

### WINTER SCENE AS CENTRAL FEATURE

A Christmas window that attracted a good deal of attention was put in two years ago for C. H. Willson, of Saskatoon, by L. H. Stover. The central feature represented a beautiful miniature winter scene. Cotton batting was used to represent snow, and six dogs were



Display case suggestion. How it can be used as silent salesman for Christmas gifts.

shown drawing an Arctic sled, which carried a load of Xmas gifts. A white fence ran around two sides, being made of ordinary boards painted with white alabastine, which does the work well and is not expensive. In the corner was a Christmas tree with a snow showing above it. The window was very attractive in appearance.



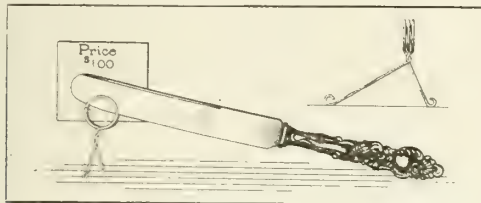
# Seasonable Store Methods for Hardware Dealers

*Advantage should be taken of every opportunity to draw attention to store—Be ready early for Christmas selling*

**T**HIS is the age of service in business. The store to-day that gives the best service and conveniences to its patrons is the one that is forging to the front. The providing of conveniences is a factor of no little importance in bringing customers back to the store to make further purchases. The big stores have realized this fact and are cashing in on it to a remarkable extent. There is no reason why the smaller stores cannot do the same thing.

## DON'T FORGET GROWN CHILDREN.

One of the important things you must do this Christmas is to interest the children. You will not find this especially difficult. Christmas is the children's season, and they naturally will respond to well-directed efforts.



Simply made wire stand for Christmas cutlery.

But there is one thing more important than interesting the children. This is impressing the grown-ups that your store is the Christmas headquarters of the town. The explanation rests in the good and sufficient reason that the grown-ups spend the money if the children do agitate its spending.

Address a good part of your advertising to the grown people. Lay stress on the fact that you have presents for them, also. The man or woman is only a larger edition of a child. Don't you feel the least bit jealous, sometimes, even though you may not admit it, to have the children the only ones mentioned in Christmas doings?

Men and women like attention at Christmas time.

## CHRISTMAS AT WEICHEL'S HARDWARE

For several years now M. Weichel & Son, hardware dealers, Elmira and Waterloo, Ont., have been conducting a "Red Tag Xmas Sale" during the fortnight before Christmas, and to draw local attention to that fact issued a red dodger giving information about the sale and quoting some of the special prices. In brief, all holiday goods coming up close to Christmas are reduced in price, and all these goods so reduced are ticketed with red tags.

Regarding this red tag and red dodger advertising, J. S. Weichel, in reply to an inquiry from the editor of Canadian Hardware Journal, said: "We think this was the best advertising stunt we ever attempted. The reason we think so is that it brought results. As our staff of six men was busy from the day we put on the sale until the last day. You would like to know how we distributed these posters. We had our own help carry same from house to house through the town, and we mailed about nine hundred into the surrounding

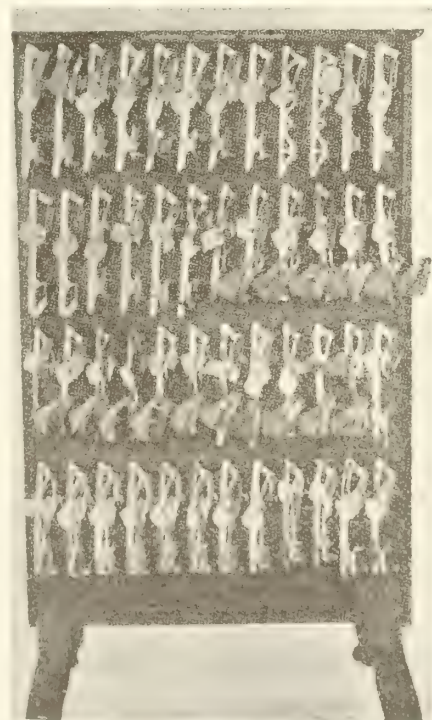
country. We ran the same advertisement as appeared on the poster in two issues of our weekly newspaper. We venture to say our sales increased between twelve and fifteen hundred dollars from the 12th to the end of December over any previous year, and as business in general was not as good a month or so previous this year, compared to other years, we think that we are still more ahead than the amount that we mentioned. The sale was especially good from the 12th to the 25th; after that it dropped off to a certain extent, but the average for the nineteen days was away ahead of anything we have ever experienced."

## LADIES' SWEATERS AS HARDWARE STOCK

A St. Paul hardware dealer has added a line of ladies' silk sweaters to his stock. He has been carrying an assortment of women's hunting togs in his sporting department for some little time, and has added sweaters as an indispensable item of camp clothing.

## AGGRESSIVE SALESMANSHIP

Many hardware men fail to make the sales they should because they lack aggressiveness. They courteously show the customer an article, but if it isn't just what he wants they don't try to convince him that it



Get the skate board ready now and put it in a prominent place near the front door.

will be as satisfactory as the other brand, but let him leave without a protest. Go after your customer with some "pep," talk up the merits of the goods you carry, and persuade him to buy even if he originally preferred something a bit different—that's the secret of successful salesmanship.



# How Some Hardware Dealers Sold to Farmers

*Plans and schemes to attract country trade—Drafting plans paid for trouble and sold goods besides—Two other schemes*

A PACIFIC COAST hardware dealer has found a way of making architectural plans pay big profits. By extension, he has been able to put his plan-making on a paying basis, so that its yield is not only large but remarkably sure. "A farmer, who was something of a jack-of-all-trades," says this dealer, "suggested the plan to me when he asked me to figure a modern barn equipment for a barn he proposed erecting. He was enough of a carpenter to plan the barn, but he had to look to someone else to equip it.

"I redrafted his plans from an end hoist to a centre hoist barn; itemized him a full field and barn alfalfa outfit; suggested that he use a power hoist to be driven by his automobile engine, and planned out steel stalls and stanchions, and litter and feed carriers, to equip the barn completely. As a result of the specific planning, my sales amounted to \$255 more than I would have ordinarily secured. Left to himself he would have installed wooden stanchions, a small hay carrier with wood track, and never would have thought of using a power hoist. And when he was equipped he was so thoroughly satisfied that I had a permanent customer on my list.

"My success with this one planning venture led me to believe that I was in touch with a big idea. I worked out a number of plans and specifications for ideal homes, room by room. The kitchen, of course, is the best paying part of the house for the wideawake dealer. My ideal kitchen is planned for three things: Labor saving, low temperature and small breakage. Now, see how this works out: In demonstrating a single item or utensil, you are basing your hope of profit on the sale of that single article, but when you go over the entire field with a prospective customer, you're talking for big business—for volume of profitable sales. Again: With detailed plans you can submit a detailed proposition, and can learn where equipment is short. By putting a check mark opposite your list, identified by the customer's name, your clerks can study customers' wants and know what to talk, and you can always be sure what circulars to mail without wasting your supplier's printed matter and your own postage money."

## LIGHTNING RODS ANOTHER LINE

The renewed tendency in favor of lightning rods for the protection of farm buildings presents an opportunity for the hardware dealer to add this to his other activities. The hardware dealer is the logical man to supply this demand. A recent statement issued by an authority on fire prevention states:

"The number of farm fires, which heretofore have been the cause of much distress and great financial loss, will show considerable falling off this year, due to the general adoption of lightning rods on rural buildings. Farmers are beginning to realize the value of scientifically placed lightning rods and are having them installed on practically all new buildings. The rods, if properly installed, afford practically absolute protection from losses by lightning.

"The problem of controlling electricity on the farm

has been studied by the progressive farmer almost as much as advanced methods in agriculture, and the results are beginning to manifest themselves in the decreased number of reports of damage by lightning. It has been demonstrated that lightning in exposed places can start a fire a half-mile away. This is caused by electrostatic sparks on telephone wires, and if the wires are placed in proximity to stacked hay or other combustible material, fire is bound to ensue.

"Farmers are realizing the value of care in installing such wires about their buildings, and this precaution taken in connection with the proper installation of lightning rods on all buildings is tending to lower the annual fire loss in country districts."

## PAID THE FARMERS' LIVERY BILLS

A live merchant used this little plan for attracting custom to his store, which was situated in a small town in the heart of a farming country, says the Inland Storekeeper.

After making the necessary arrangements with the local livery barns and the job printer, he sent out the following letter to introduce his plan to the farmers, enclosing with it a small check or ticket:

Mr. J. B. Smith, R.F.D. No. 2:

Dear Sir: As a result of the highly successful clearance sale held last month, we beg to draw your attention to the fact that our shelves are now stocked with fresh and up-to-date materials.

We would esteem it a favor if you would call in and inspect our new stock next time you are in town. It will cost you nothing to inspect it—not even a livery bill, as the enclosed check will be accepted by any livery barn in town. If you drive a team, call in and get another check before putting your team in the barn.

Yours truly,

F. E. CLARKE & SON.

This plan was successful in getting the new stock before the farmers and resulted in several new customers, so it was decided to continue the plan. The following "follow-up" letter was therefore mailed:

Mr. J. B. Smith, R.F.D. No. 2:

Dear Sir: Our recent experiment in paying the livery bill of our patrons was so successful that we have decided to continue it.

On and after November 1st, every farmer driving in from the country, and making a cash purchase of five dollars or over at our store, will be entitled to a "Livery check" for his horse or team.

This plan has been devised for your benefit. Don't forget to ask for the check.

Yours truly,

F. E. CLARKE & SON.

This simple plan attracted a great deal of trade which the store had hitherto been unable to capture. Also, it was very effective in locating cash in the spring and summer and early fall, when the account would otherwise have been charged. Bookkeeping and collection expenses were thus materially reduced.



# Stocking Up in Preparation for Christmas Electrical Trade

*Preparation for Christmas—Buying goods for sale and disposing of them—Now is the time for optimistic, aggressive, progressive reaching out for more business—Expect big business and get it.*

STAFF ARTICLE

**I**F a dealer is to obtain the greatest possible benefit from the Christmas trade he must, first of all, order an adequate stock of salable goods. And it is well to have confidence when placing your orders.

All know that there is money in the country and business is not only improving, but is good. With this increase in probable customers and the people being educated up to the use of electricity in the home there should therefore be considerable over-the-counter business this season, and, more than ever, it should be an Electrical Christmas. Another factor contributing to an Electrical Christmas is the reduction in the cost of power in a great many centres, such as the towns and cities in the Ontario Hydro-Electric zone.

## People Will Buy Practical Useful Christmas Presents

It is true, too, that the minds of the people have been directed along more practical lines, and more and more at Christmas remembrances are taking the shape of useful articles, such as electrical dealers have to offer. This year it is likely to be more practical than ever and people could doubtless be induced to buy electrical goods if dealers are alive to the situation.

## Dealers Must Have Full Stock

To get the trade one of the first steps is to make the stock of goods complete. There is nothing so disastrous to a merchant who specializes, such as the electrical dealer does, as being asked for an article which he has not got in stock.

The stock must be complete, and to assist in making it so the accompanying list has been prepared suggesting articles to put in stock for the fall and Christmas trade.

## Vacuum Cleaner Agency Should be Arranged

Many dealers handle a line of vacuum cleaners, but others have not yet seen in them an opportunity of

larger profits. If a dealer does not see his way clear to stock vacuum cleaners he should at least secure an agency for them and make generous use of literature which the manufacturer will, no doubt, be glad to supply. The next best thing to having a stock, however, would be to have at least one for demonstration purposes.

## Typical Designs of Portable Lights Should be Stocked

Portable lights of all kinds make very acceptable gifts, and while it would be expensive to have a full line of them on the shelves, typical designs should be selected and displayed.

## Electrical Christmas Decorations Much in Favor

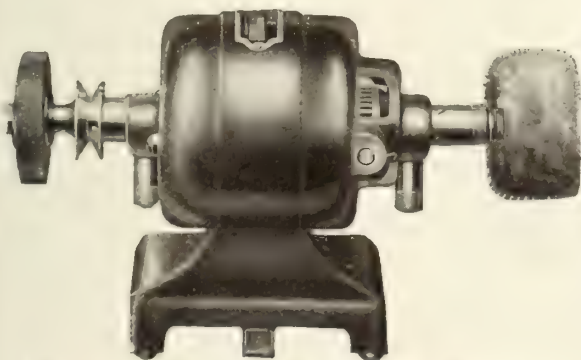
On account of many fires resulting from the use of burning candles for Christmas tree and Christmas decorations generally there is a growing feeling in favor of electrical decorations for this purpose, including colored lights, lights representing animals, fruits, etc., and other special Christmas lights.

## Electrical Household Conveniences

The big sale of goods for the Christmas trade will doubtless be household conveniences, such as electric toasters, irons, coffee percolators, samovars, disc stoves, etc., but dealers will find that there is a demand for other lines, especially electric heaters. On account of the absence of dust, ashes and soot electric heaters are being used in increasing numbers and at least an agency should be arranged and samples of typical designs provided.

## Flashlights in Many Shapes

Flashlights have now such a wide use that dealers will find a supply of these in various designs for many uses will be a quick moving stock. They are indispensable to motorists and any who find it necessary to explore dark corners, such as policemen, meter readers,

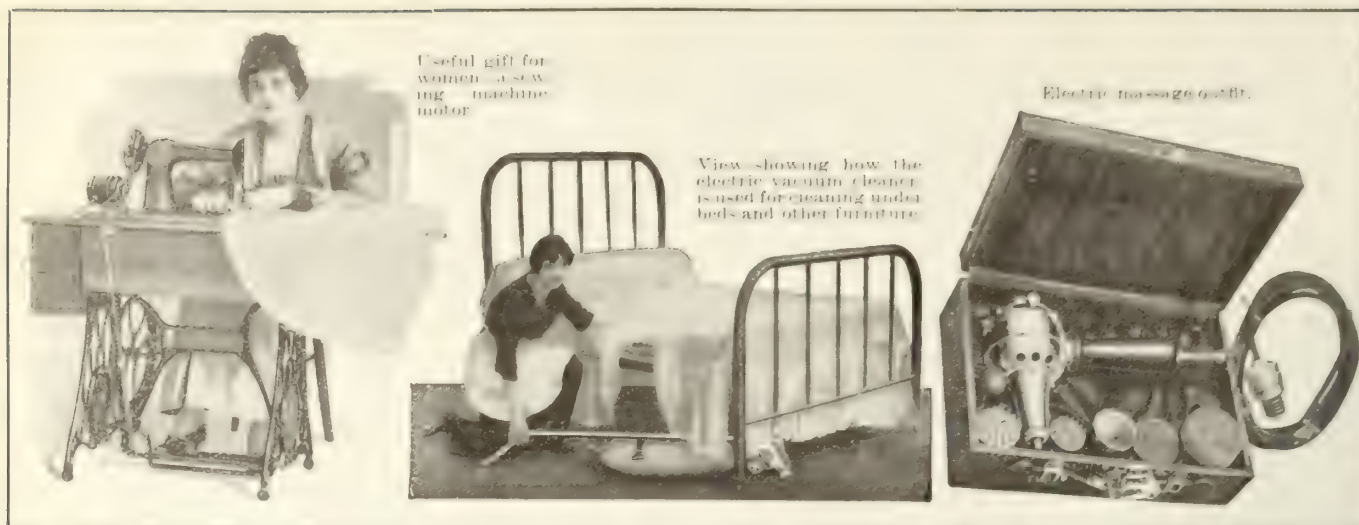


A handy motor for use in the kitchen. Note knife-sharpener on one end and polisher on the other.

An electric fountain without any water connection and spraying perfumed water, which adorns the dining-table of a New York man's home. The device works by means of a pump and motor concealed in the base of a Louis XIV. jardiniere. All the housewife has to do is to connect the fountain plug with the nearest electric socket and fill the urn with water. A small bottle of perfume is added. The same water is used over and over again. The aerated water moistens the air. A mild antiseptic may even be added, which will sterilize the house atmosphere. Like other home electrical devices, these fountains may be moved from place to place. The device has been so perfected that favorite vases, urns or jardinières may be converted into fountains.







or the householder, and a full stock should be ordered to supply all inquiries for them.

Dealers may put any amount of "push" into sales, but if there isn't a stock on the shelves they will find that the sales will go to the dealer who has been wise in providing for his fall and Christmas trade.

The ordering of stock requires confidence and optimism, followed by aggressive sales methods. Now is the electrical dealers' opportunity. Have both hands ready to grasp it.

#### PROMOTING THE SALE OF ELECTRICAL APPLIANCES

Almost every hardware and electrical dealer in Canada knows about Electrical Prosperity Week—that time between November 29 and December 4, set aside by the dealers in the United States for a special campaign to promote the use of electricity and the use of electrical contrivances. While this campaign is nationwide, but only as far as the United States is concerned, still, the plans adopted by the promoters might well be followed, in whole or in part, by hardware dealers in this country in case similar circumstances

#### WHAT THE DEALER CAN DO

Plan and put in a series of attractive window displays leading up to Electrical Prosperity Week, remembering that moving displays get most attention.

Make your store the "bright spot" of the neighborhood. Light up store, windows and store front to the limit of possibilities during Prosperity Week and the weeks immediately preceding it.

Tell your customers about Prosperity Week.

Advertise it in your newspaper space, so that readers will connect your establishment with the widespread general publicity given the event.

Make your store as inviting to the public as it can be made. Arrange your stock to show off to the best advantage.

Plan a sale of household appliances and lighting goods. Get the women to coming into your store. They are the buyers of the family and the ones who decide where most of the domestic spending money shall go.

Tell your clerks and delivery men the meaning of Electrical Prosperity Week, so they can boost, too. They will be interested. Your success is theirs.

Emphasize the "shop early" idea in the minds of Christmas buyers. Electrical Prosperity Week comes at the right time to be useful here.

arise. There is no doubt but what a similar campaign would meet with success in Canada.

Some of the suggestions offered to the dealers in the States are published herewith. They are good and, if followed by hardware dealers in this country, are sure to result in increased business.

While some of these suggestions appeal directly to the manufacturer or to the jobber, they are given here because they are good hints which the retail dealer may offer to the firm with whom he is doing business. Everyone must co-operate.

#### SOURIS, MAN., TO HAVE AN "ELECTRICAL WEEK"

The holding of an Electrical Prosperity Week, similar to that to be held throughout the United States during the week of November 29 to December 4, has made a start in Canada. The town of Souris, Man., plans to hold a demonstration during that week.

A. R. Ibbotson, superintendent of the local Electric Light, Power and Water Works, advises that Souris will have an electrical show, in which every electrical man and many of the wholesale firms of other industries will exhibit.

The ladies of the town who have electrical cooking appliances will be invited to exhibit these and supply refreshments to the visitors. Plans to engage the services of the Dominion Boy Scouts and to conduct a "Young Edison Competition," giving prizes for the best displays of experimental apparatus, with outdoor pageantries for the children and electrical motion pictures in the town theatres, are among the details planned.

#### NEW USES FOR VACUUM CLEANERS

Vacuum cleaners are used to keep pool tables clean and to remove loose hair from freshly groomed horses. By grooming the horses electrically, they are given a better appearance and there is no loose hair to get on the clothes.

Business is better—and that isn't merely psychological, either.

Business man: One who gets business and completes the transaction—all the rest are clerks and laborers.—Elbert Hubbard.



# Featuring Auto Accessories to Increase Sales

*Connecting up advertisements with window display—Featuring accessories as Christmas line—Selling gasoline through tickets*

The effect of good window displays on the sale of automobile accessories and supplies is of no less importance than on any other kind of merchandise, and the wide-awake dealer is realizing this fact more and more every day.

The important thing about a window is to get it looked at, and if people get into the habit of looking at your window you have succeeded in utilizing one of the most useful forms of advertising. It is not necessary to spend large sums for attractive window displays, nor do you have to live in a large city, have yards of plate



Window display of auto accessories which can be put in by any dealer.

glass and a polished salesroom floor. Window dressing is an art as much within the reach of the dealer in a town of 2,000 as the big dealer in the cities. As long as the window conveys some definite idea in an attractive way it will be effective, though it may be quite small and inexpensive.

Windows decorated to fit in with the holidays and seasons, such as Christmas, Easter, etc., offer good opportunities for striking displays. Any window where any special event is made the occasion of an attractive decoration soon gets a reputation and becomes a potent factor in the selling of the goods. A display of seasonable goods, such as chains and non-skid tires, etc., on an icy, slippery day, will result in a marked increase in the sales.

## Link Up Window Display with Other Advertising

The value of a window display is greatly increased by connecting it up in some way with the newspaper advertising. An effective way to do this is to carry out the same idea in the newspaper advertising as in the show window. The idea was worked very successfully in the Christmas advertising of a Southern dealer.

The illustration shows one of his advertisements, which occupied a half-page in one of the local papers. It is permeated with the gift idea. The heading, "Santa Claus arrived on Empire Red Tires and brought to our store a full line. He has made our window his headquarters and is here to show you the leading tire of the day," expresses the holiday sentiment and also connects up the advertisement with his store window.

In the window display, which was run concurrently, the same idea was carried out. Old Santa Claus, himself, is a prominent figure in the display, having just

arrived with a load of tires. Stockings filled with toys hang at the fireplace; trouble lamps and red crepe paper furnish a glow in the grate. In the lower left-hand corner are a doll and a pile of miniature rubber tires with a card stating that these will be given to children for Christmas gifts.

## Santa Claus Features Newspaper Advertisement

A large card held by Santa Claus contains the same words as the heading in the newspaper advertisement, so that anyone seeing the window display is immediately reminded of the advertisement if he has seen it, and vice versa. The display is of appropriate winter goods, with prominence given to articles suitable for Christmas gifts.

## BOOK OF TICKETS FOR SELLING GASOLINE

Almost any car owner would rather buy supplies such as gasoline in lots of, say, \$5.00, rather than pay the same money out in smaller amounts, and certainly the supply dealer is saved a lot of trouble in accounting and making change, if any means of buying in the larger amounts is provided. Realizing this, a downtown Toronto dealer is making use of a system of selling gasoline by means of a book of tickets.

The book is very small and neat, so as to take up as little room as possible, and contains five strips of tickets, four strips of five one-gallon tickets and one strip of five two-gallon tickets, making thirty gallons in all. Each book is signed before being given out.

When the company first started to use the books the price of gasoline was 18c. per gallon, and the books were sold at \$5.00, so that the customer got his gasoline

A MERRY CHRISTMAS TO ALL



**Santa Claus Arrived on Empire Red Tires**

And brought to our store a full line; he has made our window his headquarters and is here to show you the leading tire of the day

**Wives and Daughters, Give Him a Robe**

Gluggery Steamer Rugs, a high-grade rug for automobile and carriage use, all wool, 55x60" fringed, extra heavy, \$10.00 value. **Our Price \$7.00**

If You Cannot Afford to Give Him a Tire Give Him a Good Red Empire Tabe

**Empire Red**

Guaranteed for 4000 miles, but are averaging 7500 miles.

Guaranteed and adjusted here in Greensboro. This saves from 3 to 4 weeks delay waiting for tire to be reworked. Also repairs, to and from factories. This is factory branch.

APPROPRIATE PRICES

We save 22 cents a tire from the factory price, and for all repairs we save 10 cents.

**Useful Christmas Presents**

A Pair of Hansens Gloves for Ladies and Gents, all sizes. **Prices from \$1.25 to \$5.00.**

Large assortment to select from not hand out, but a full line.



Flash Lights or Trouble Lights Make Useful Christmas Gifts.

We Have All Sizes, at Right Prices.

Give Him a Nickel Channel Bar Bumper

2" Bumper Put on His Car For \$10.00



What ever your car needs, we have it. Give us a call. Phone 32

**Greensboro Motor Car Co.**

208 to 242 West Market Street

THE FIRM THAT APPRECIATES YOUR BUSINESS

This half-page advertisement embodies the same ideas as the window display which appeared at the same time. Any one seeing the ad. would be immediately reminded of the window display.

at a cost of 16 2-3 cents per gallon. Unfortunately, the price of gasoline has been fluctuating over quite a large range since the system was inaugurated, and changes in price had to be followed by changes in the price of the book, so that it has not had a really fair tryout, but although the results have not been as good on this account as were anticipated, the plan is no doubt one which will bring good results.



# Business Methods as Discussed by Exchanges

## CONSTRUCTIVE BUSINESS PRACTICES

"If I were a retailer," writes W. F. Wärburg, in System, "I would be constructive and build up business which did not previously exist.

"For example, if I handled hardware, I would, by co-operation with a carpenter, get up a booklet entitled 'Build Your Child a Doll's House,' and offer it free with the necessary hardware and other material.

"By means of a circular illustrated with photographs of actual home-made dolls' houses I would arouse interest by showing how simply or elaborately a house could be built for the comparatively small sums the 'raw materials' would cost. On this circular I would promise complete directions without charge, and make clear that at my store the dolls' houses illustrated in the booklet were on exhibition.

To make the task of building a very simple matter, I would make white wood—cut to proper dimensions for each house—a part of the outfit. This idea would apply to windows, doors and chimneys, my object being to make the houses so easy to build that the crudest amateur could construct an elaborate one with no chance of failure.

"One object of my plan would be to build up a select list of parents who give particular attention to the 'play spirit' in their children. This list would be a very valuable one later for personal solicitation for purchases of roller skates, sleds, velocipedes, coasters, bicycles and the like."

## ANALYZING SALES AND PROFITS

If you have more money in the bank to-day than you had a year ago, you are justified in believing yourself to be a success.

In other words, it is hard to go behind net results, and to challenge the accomplishments of anybody who has actually produced a profit on his operations.

Yet there are many cases where storekeepers who think that they are successful, and who are well satisfied with what they are doing, could increase their net profits 10, 20 or 30 per cent., without adding to their sales or their expenses.

How?

Simply by analyzing their businesses, locating the weak spots, eliminating the dead lines and replacing them with profit makers. The store which is treated as a unit, and where sales are grouped, without any attempt to separate them into various classes, tends to develop sections of goods which are moving so sluggishly as to hold back the progress of the store to a very decided extent, and when profits are made in such a store, it is in spite of this handicap, and not, of course, because of it.

Cutting out the dead stock is a good deal like taking the brakes off the wheels of a motor car. The power which has been consumed in the friction caused by the brakes will manifest itself in increased speed.

Many a merchant continues to buy goods to replace others that have been sold, when, if he were wise, he would have sold completely out and not re-stocked,

without having made plans to get quicker action and more money on the business that he does in that department. He continues to buy from force of habit, and because he does not realize the true condition of affairs.

A great many storekeepers think only of gross profits when they buy and sell. As a matter of fact, turnover is a much more important factor. A man with \$100 invested in a quick-moving specialty line, on which he makes 10 per cent. net, will double his money in a year if he turns over his stock ten times in twelve months. And that is easily possible. If he were turning it over only twice, and netted 15 per cent., he would be making 30 per cent. on his capital, as against 100 per cent. in the first instance. Yet the apparent profit on the second article would be 50 per cent. more than on the first. —Inland Storekeeper.

## THE CASH CUSTOMER

If you are conducting a store on a credit basis, the question naturally arises: What are you doing for the cash customer?

There is no gainsaying the fact that the customer who pays cash at each transaction is entitled to own his or her merchandise at a less figure than is the long-time credit purchaser.

What are you doing to overcome this handicap upon the cash purchaser in order to give him or her the differential to which he or she is entitled?

Conditions in many localities are such that a strictly cash business does not seem feasible. Yet you have many customers who do pay cash for each purchase at the time the purchase is made.

Have you ever given serious thought to this matter and attempted to work out some plan whereby your store would still make its present appeal to the credit trade and at the same time make an added appeal to the cash buyer?

Is not some thought along this line worth while?—The Hardware Trade

## PERSISTENCE IN THE PAINT TRADE

The paint dealer who sets out to do merely what he did last year, or the year before, who is content to work over the same old prospect list and use the same old arguments and the same methods, may do fairly well with his fall campaign. But the big successes of the business are reserved for those dealers who aggressively work for new customers, who study the paint problem from a new angle and adduce new arguments particularly applicable to the community, and who when business does not respond as it should, instead of becoming discouraged, work all the harder and campaign all the more aggressively. Persistence pays in the paint business—persistence, plus an intelligent study of every phase of paint dealing.—Victor Lauriston in Paint, Oil & Drug Review.



# Canadian Hardware Journal

TORONTO

NOVEMBER 1915

CANADA

## Canada's Increasing Revenue.

When the Minister of Finance announced the increase of 5 to 7½ per cent. in the Customs duties he stated that he hoped thereby to build up what was at that time, owing to the war, a declining revenue. It looks as if he will not be disappointed in his expectations.

It is true that the duties collected during the first four months of the fiscal year are \$399,000 below those of the corresponding period of last year, but the significant feature is that, owing to the increases, which began in May, the revenue for the three months ending with July was larger than that of a year ago by \$72,548. The revenue during July alone was the largest in any single month since July, 1914. The revenue from all sources for the first six months of the fiscal year is estimated to be about three million dollars in excess of a year ago.

As the Government is expending ten to twelve million dollars a month on war account, the improvement which the regular revenue of the country is manifesting is, to put it mildly, reassuring. It helps to strengthen the country's credit.

*A well dressed window reminds customers of their necessities.*

## Situation in Finished Steel Products.

Manufacturers of such steel products as wire and nails are beginning to feel the beneficial effects of the enormous crop which has been harvested in the West, the orders from that part of the Dominion having shown a material improvement during the past few weeks. As a matter of fact, the same can be said of all commodities which are largely bought by farmers.

These are times when it is somewhat risky to predict what the distant future may bring forth, simply because the conditions which have been created by the war have knocked all precedents to the four winds.

But unless something totally unforeseen happens there is a period of high prices in store for nearly all commodities which are the product of iron and steel.

At the time of writing wire nails in Pittsburg are 10c. per 100 lbs. higher than a month ago, 25c. higher than a year ago. Both fence wire and barb wire are 10c. higher than a month ago and 30c. higher than a year ago. And the tendency is still upward. As the Canadian market necessarily follows the lead of the American, dealers in this country should have no hesitancy in keeping their stocks well in hand.

*Courage is as essential in business as it is in war.*

## Scales as Trade Indicators.

That scales are used for weighing trade conditions as well as weighing merchandise is probably realized by but few people. Yet it is a fact, never-

theless. The particular kind used for this purpose is grain scales.

During the last couple of years trade in these has been particularly quiet, with the result that stocks held in the West by Eastern manufacturers had accumulated in a way anything but satisfactory.

But within the last few weeks the conditions have changed. Not only have the accumulated stocks disappeared but manufacturers are receiving telegraph orders for further supplies.

The increase in the demand is, of course, due to the assurance of a large crop and the consequent multiplicity of farmers' elevators.

*A bombardment with advertising does not, like a bombardment with big guns, kill, but it is none the less effective.*

## Stove and Furnace Trade.

The better trade conditions which are promised in Western Canada, as a result of the bountiful crops, have not yet had an appreciable effect upon the demand for stoves and ranges, as far as the manufacturers are concerned, orders from retailers still being small.

In Ontario, Quebec, and the Maritime provinces the demand, though not active or as large as desired, is, however, fairly satisfactory, and in the opinion of large manufacturers the volume of business is about normal. This is, however, more true regarding the country towns than the large cities.

If business was as good in the furnace as it is in the stove trade there would not be much room for complaint, but, unfortunately, it is not. As a matter of fact it is decidedly dull. Until there is a marked improvement in building operations it is likely to remain so. But at any rate this is not the time of year when an immediate improvement in this latter respect can be expected.

*Dullness naturally abides longer in the store of the unenterprising dealer than it does in that of the enterprising one.*

## Good Roads and Business.

Anything and everything which tends to make it easier for the customer to reach the store of the merchant, and, vice versa, should elicit the co-operation of the business men of the country.

This explains why so many retailers are taking such an active interest in the movement for good roads which is in these days developing so much momentum in all parts of Canada.

Being men of vision, they see the benefit that must ultimately accrue to them personally. From experience they have learned the losses that occur to business, particularly during the spring and autumn months, because



of the impassable condition of the average country road.

One authority some years ago, speaking of conditions in the United States, estimated this loss at about 25 per cent. annually. Providing this estimate is high for either the United States or Canada, one thing is certain, the annual loss to business because of bad roads must be considerable. It is no wonder business men are enlisting in the good roads movement.

*It is better to make your fellow business men your allies than your enemies.*

#### **How Often Should Window be Changed?**

How often should the dealer change his window displays? This is a question that has frequently been asked. A successful dealer who has made a feature of window display, when asked his opinion recently, said they should be changed at least once a week—oftener if possible.

Of course, frequency of change depends to some extent on circumstances. Where pretty much the same people are seeing the window every day, it is good business to change it very frequently. If you have a particularly attractive display, and especially where there is a considerable change each day in the people passing the store, it may be left in for a considerable time. When you spend time and money to arrange a good display you want to get as much publicity as possible from it.

It can be safely said, however, that there are few dealers who change their displays too frequently. The big majority err decidedly in the other direction and do not change them often enough. People are not interested in looking at a paper they have already read, nor are they apt to be very much interested in a window display that they have seen before. Thus, the value and the need of changing the window display frequently.

*It may be necessary for some business men to entrench themselves, but it is not necessary that they should bury themselves.*

#### **Give Individuality to Your Store.**

The merchant who can give individuality to his store has scored an important point in his bid for success. The outstanding dealers of to-day are those who have made their store stand out prominently in the public mind by one method or another. For instance, there is the man who called his store the "Red Store," painting it that color and in other ways connecting that color with his place of business in such a way as to impress it on the people whose trade he catered for.

Probably the best results are secured when the plans to give individuality to the store are directly related to the goods offered for sale. Some men have made a remarkable success by pushing and featuring some specialty in such a way as to get people regarding their store as the best place to buy that article.

Most merchants do well to specialize on certain lines. If people are induced to purchase these it proves the opening wedge for business in other lines. Advertising is generally found a valuable aid in establishing a dealer as a specialist in any one line, and in allowing him to give character and individuality to his store.

Thermometers are a good line to feature now at the beginning of the winter season.

## How Much Are You Losing to the Mail Order Houses?

**I**T is difficult to gauge the amount of money that is flowing into the coffers of the big mail order houses from the small towns and villages. The mail order houses are not giving out any information along this line, but their steady and in many cases spectacular growth indicates that the amount is enormous.

Weekly papers in some of the smaller towns where the mail order evil is prevalent have been arriving at the amount, approximately, by finding out the sum that was sent out of the town in money orders. The figures have, in many cases, proved startling to the merchants. While realizing that they were losing considerable trade to the mail order houses, they never imagined that it reached the proportions that investigation of money orders, in many cases, has disclosed.

For instance, The Standard, of Havelock, Ont., a village of 1,500 population one hundred miles east of Toronto, found that in one year \$54,119 had been sent out of the town in money orders alone. The amount of orders paid in the same time was only \$7,302, leaving the enormous difference of \$46,817. Commenting on these figures, The Standard said:

Is there not a moral in these striking figures for our citizens and our merchants?

How much better off Havelock would be if that \$46,817 were spent here, and how much are our merchants to blame for not having more of it spent here?

Get together, good citizens, and co-operate more than you have been in the habit of doing. Let next year's figures show a tremendous decrease in the out of town figures, and let the merchants wake up to the value of better values and the absolute necessity of letting the people know about them through their advertisements, instead of whining about poor times and complaining of people buying out of town.

Also, and this is most important, let the merchants practise what they preach. The Standard preaches week by week, to "buy at home," and lots of our merchants applaud our sentiments and then turn around and buy their printing, and other needs not in their own business—where? The very place those they complain about do—out of town.

The figures in this particular case were astonishing to the merchants, and no doubt retailers in many other centres would be similarly surprised to find out the huge amount that they are losing yearly in this way. Just imagine what the sum for the whole Dominion must be, when this large amount is going out of one village of 1,500 population.

It certainly drives home the necessity for dealers putting forth their best efforts to stem the flow of money to the larger centres, that should be spent in the local stores. One means towards this end is that suggested above—a strong persistent effort to impress on local buyers the value and service that the local dealer can give them, and one of the best ways of doing this is through advertising space in the local paper, which will be found willing at all times to assist the merchants by appealing to its readers to spend their money in their home town.

One thing stands out prominently, however, and that is the need of some effort to induce people in these towns to buy at home—no matter what the means employed may be.



# The Hardware Jobber and Canadian-Made Goods

By W. L. EDMONDS

ANYTHING which tends to narrow the market in which the wholesale merchant buys his goods naturally meets with his disapproval.

He wants to buy where he chooses as well as sell where he can.

There is nothing wrong in this, either from an ethical or a business standpoint.

By being able to buy where he chooses he is naturally able to buy to better advantage than if his purchasing market is a restricted one.

And as he is compelled to meet competition from abroad as well as that at home, it is necessary that no restrictions beyond those which may be deemed advisable in the public interest should be placed upon him.

The Customs tariff, for example, is to some extent a restrictive measure. But being devised in the interest of the country as a whole, most wholesale merchants accept it as such, provided, of course, it does not prove excessively restrictive.

Wholesale merchants are, on the whole, just as desirous as any other class of business men in Canada to encourage the development of home industries, realizing that that which is good for the Dominion as a whole is good for them as a class.

But, notwithstanding this, they do not wish to be placed by an excessively high tariff in the position where they cannot have at their command the import market in order to prevent the home manufacturer from charging unduly high prices.

In other words, they want a whip in their hand which they can use when occasion demands for keeping the home manufacturers within bounds regarding prices.

No objection should be taken to this unless the "whip" is unnecessarily or unjustly used.

As the wholesale merchants in Canada have this "whip" in their hand it necessarily follows that they have at their command the power to either help or hinder the consumption of the products of the home factories.

In spite of the fact that there has been a marked increase during the last decade or two in the number of manufacturers who sell direct to the retail trade, yet the warehouse of the wholesale merchant is still, and is likely so to

remain, the principal centre from which merchandise is distributed far and wide throughout the country.

This being a fact, it naturally follows that the responsibility of the wholesale merchant, as far as the development of the home industries is concerned, is real and not supposititious.

As to how he uses this power depends largely upon the attitude of his mind towards the products of the home factories.

If it is sympathetic he will in his purchases give the preference when possible to Canadian-made goods. In other words, he will buy them when possible, importing only when necessity demands it. In his warehouse and traveling staffs who sell the goods he will endeavor to inculcate the same spirit—the spirit which will induce them to give Canadian-made goods the preference when they are showing samples and endeavoring to make sales.

There was a time when the extent and variety of Canadian-made goods was comparatively limited. Then there was not much opportunity to concentrate on home-made goods, the great bulk of the supply of merchandise having to be imported.

But that is a condition of affairs which no longer exists. It is a thing of the past.

To-day the factories of Canada are able to supply nearly everything that is demanded. And the margin between that which cannot, and that which can, be obtained at home is gradually being made narrower.

During the past year this process has been more marked than during any similar period in the history of the country, thanks to the enterprise and skill which the manufacturers of the country have exhibited in taking advantage of the opportunity which the war has afforded for making lines upon which the Canadian market was hitherto dependent upon the factories abroad.

Patriotism is exemplified in the most practical way when we make the best possible use of the opportunities at our command for advancing the welfare of the nation.

By grasping the opportunity which the present affords for pushing Canadian-made goods the wholesale merchants of Canada will be manifesting in one important and practical direction the spirit of true patriotism.



# Toronto Chosen by Retailers for 1916 Convention

*Advisory Committee of Ontario Retail Hardware Association, because of continuance of war conditions, favors convention without exhibition next year—Convention dates, February 22, 23 and 24—Big increase in membership—Price lists a big help*

**A**T a meeting of the advisory committee of the O. R. H. & S. D. A., held at the King Edward Hotel, Toronto, on Thanksgiving Day, it was decided to recommend to the executive that the 11th annual convention be held at Toronto on Feb. 22, 23 and 24 next.

Those present at the meeting were: President Conn, Secretary Macpherson, Treasurer Caslor, Past-President Oecomore, Honorary Secretary Wrigley, and the representative of Canadian Hardware Journal.

Before the opening of the meeting Auditors Peacock and Mathewson inspected the books and vouchers and declared them correct.

The minutes of the last meeting were presented in typewritten form, and lists of names of new members were supplied to the committee.

The secretary reported that 119 new members had been received since the close of last convention—78 retailers and 41 travelers and clerks. The fees from new members totalled \$234. Most of these new members had come in because they saw the worth of the members' price book issued by the association earlier in the year. The cost of the price lists, exclusive of postage, was \$198.80.

Among the new members of the association are eight or ten members from Western Canada, who joined in order to secure a copy of the price book, and other services which are offered to members of the association.

So well received has been the price book that it was decided to have the secretary issue price lists on wood screws, pipe fittings, machine bolts, iron pipe, and brass goods. It was also decided to purchase 10,000 additional ruled price sheet forms for the purpose of these lists.

Printing costs being a consideration, it was decided that the secretary should purchase a duplicating machine for running off circulars to members, thus effecting a saving in this department.

Secretary Macpherson outlined a number of new services to members, which he hoped to introduce at a future date. One of the new features referred to is a freight classification list. It was also decided to send a letter to members of the association asking for suggestions as to how to make the next convention successful, practical and interesting.

Treasurer Caslor reported the association's cash-in-hand to amount to \$617.75.

## The 1916 Convention

The secretary read a letter from F. M. Tobin, secretary of the Canadian Hardware Manufacturers' Exhibitors, advising that he was trying to get suitable quarters, possibly the fair buildings, in London, for the exhibition and convention in 1916.

The military authorities, however, having since taken over the fair grounds, it was felt that because of this, and with the fact of the continuance of the war, it would be better to hold a convention without an exhibition next February in Toronto, and a recommendation to this effect was sent on to the executive.

Another meeting of the advisory committee will be

held in January, and a meeting of the executive a day before the opening of the convention.

## VALUE OF THE PRICE BOOK

The fact that the price book recently issued to members is a great boon is amply shown by the following excerpts taken from letters received from members who have already received these books. It is Mr. Macpherson's intention to get out a thousand circulars giving extracts from these letters, and send them to hardware dealers of the country who are not already members:

Wright's Hardware, Hamilton: "We beg to acknowledge receipt of folio of price lists, which we immediately put into use and find a great convenience. You are to be congratulated on being able to place in the hands of the members of our association so complete and satisfactory a list."

R. A. Wells, Dresden, Ont.—"I am well pleased with the price lists I received. They are good for all hardwaremen and will greatly assist in helping to maintain one retail price."

Bernhardt & Spalding, Preston, Ont.—"Price lists received; we have put same into use and find them very satisfactory. If the same could be extended to cover all ordinary tinshop fittings, and especially steam and plumbing fittings, it would be a big help to the majority of us."

Hodson Hardware Co., Maple Creek, Sask.—"We received price lists and forms in connection with your association, and might say that we find them very valuable to any retail dealer, and it seems to us that your members get a lot for three dollars."

Fowler & Winsor, Sudbury, Ont.—"These forms reflect great credit on the parties forming same, and think that they could not be more complete."

MacNabb Bros., Orillia, Ont.—"These lists look pretty complete and certainly will be a great convenience to the retail merchant, and well worth the price of the association fee, if nothing else."

F. E. Hendershot, Mount Forest, Ont.—"Price lists were duly received, and I feel they are going to be a great help, although I will be better able to speak of them a little later. If we had something similar in pipe fittings I would like it."

Tate Hardware Co., Hamilton, Ont.—"The convenience of the folio is worth the price of membership alone, and we believe that a suggestive retail price list would also be effective towards establishing uniform prices, and to encourage the weaker ones to get a profit that would put the hardware business on a more solid paying basis."

Clements & Co., Milton, Ont.—"We are making use of lists; this scheme is a good one and a step in the right direction, and more lists will be much appreciated."

N. Turner & Son, Cornwall, Ont.—"We have received the price lists and are under the impression they are a good thing."



## Collins' Course in Show Card Writing

*24th of a series of articles  
specially prepared for this  
journal.*

In show card writing it is sometimes equally as important to know the style of letters not to use as to know the styles to use. It is a peculiar fact that almost all beginners are inclined to make fancy letters. Fancy to the extent of being fussy. The natural feeling seems to be that if a letter is trimmed with various fanciful ornamentation it makes it more attractive. This is a double mistake. It is a mistake so far as the appearance of the letter is concerned and it is a mistake because it consumes too much time in the making.

As stated in previous articles, plain letters are most in demand. They are easier read and can be shaded and arranged to present the most attractive appearance. A certain amount of embellishment is all right, but when this embellishment goes to fussiness it loses its effect.

The sample alphabet shown this month is a series of styles to be avoided in doing show card work.

The first three show an old style letter very much out of date. It is all out of proportion with its own

curved sides also detract very much from their appearance.

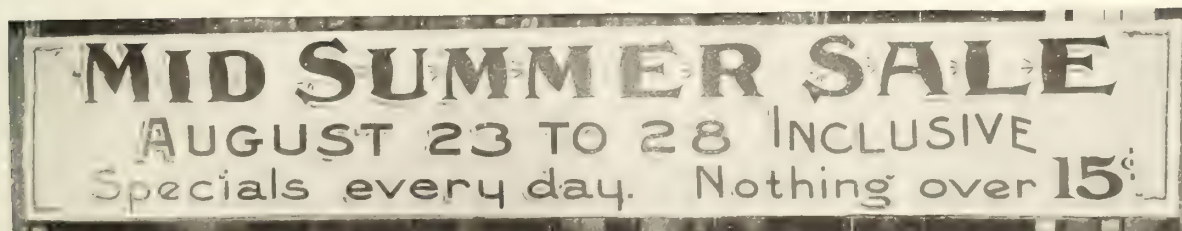
The same comment is applicable to the next three. Both of these samples are old style and out of date.

The shaded letters are possibly nearest to what may be used, but they will take too much time in making. Their use should be limited to one word or a line of emphasis. They are an old style and not much used now in this form.

The rustic design should not be used in card work, although for engrossing this style is sometimes used for a special word. Is it a style that does not read easily and is fussy and takes too much time to execute.

The next style might do as a fancy initial, but should not be used for a whole word. This and the following samples are outline work which does not read easily and cannot be seen at any distance without being confusing to the eye.

Large-sized letters should not be used slanting. These letters in general formation are similar to others shown



Three examples of cotton sign work.

makeup. The thin lines are much too small and disproportionate for the thick or heavy lines.

Open letters should be avoided. They are not clear and, consequently, are hard to read. They also take too much time to execute.

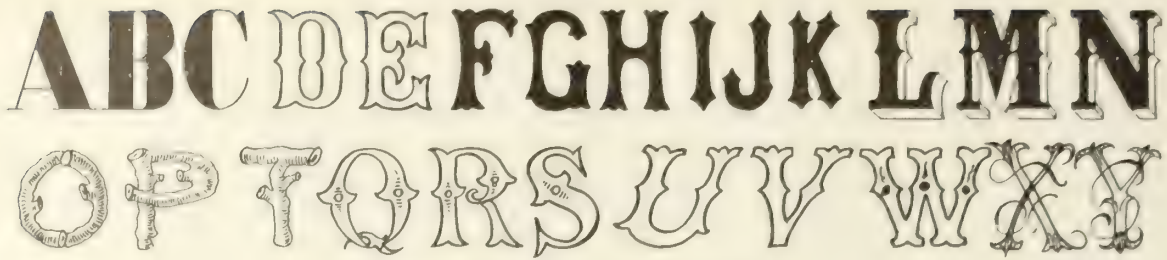
The next three letters show a style that is far from being attractive. They are too fussy at the ends, take too much time to make, and should be avoided. The

and the same comment is applicable to them. Where much matter is used on a card small letters may be used slanting and look very well.

### Cotton Signs

Almost every merchant will find use for cotton signs and every card writer should be able to paint them. Special sales and special announcements will create





Some styles of letters not to use in card writing.

a demand for them. These signs may take the form of a streamer to stretch across the entire front of the building or store. Smaller ones may be used to stand at the door front. A convenient size for the latter is three feet wide by six feet high and lettered so the sign will stand upright.

For the preparation of the canvas and the mixing of paint see instructions in recent numbers of this paper.

The illustrations of sample signs given are good examples of plain, clear-cut layouts, attractive, and easily read. The Old Boys' Reunion sign is a streamer to stretch across the street. It is twenty-one feet long by three feet wide. The main line of lettering is red and black, shaded with pale green. The other lines are black with the same shading as the large line. With this color combination and the humorous picture on the end the sign is strikingly attractive.

The "Magicure" sign is eight feet long by three feet wide. The trade mark of the horse's head is done in natural colors and was taken from a photo. The top line is red with a double shading of two shades of grey. The second line is brown, and the balance of the letters black with a shading in green.

The Summer Sale sign was made for a store front. It is eighteen feet long by three wide. The top line is red with an over tipping of black and a black outline. Shading in grey. The balance of the letters are black shaded with grey.

Signs of this character should be nailed to a stretcher or framework. This will insure their staying up properly and at the same time greatly add to their appearance.

## After the Shutters are Up

A traveling man who stutters spent all afternoon in trying to sell a grouchy business man a bill of goods, and was not very successful.

As the salesman was locking up his grip the grouchy was impolite enough to observe in the presence of his clerks: "You must find that impediment in your speech very inconvenient at times."

"Oh, n-no," replied the salesman. "Everyone has his p-peculiarity. S-stammering is mine. What's y-yours?"

"I'm not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your peculiarity. Most people use a teaspoon."

Two business men were making their first trip to Europe. On the first night out the sea grew rough and the liner pitched like a chip in the big waves.

One of the travelers, coming to his stateroom to retire, found his friend just getting into bed, and was astonished to note that the second man wore a woman's frilly nightgown and had a lace-and-ribbon-trimmed boudoir cap tied upon his head.

"For heaven's sake man," he gasped, "what's the idea?"

"Well," said his friend, "you know the rule: In case of disaster, women and children first."

\* \* \*

A darkey running a ferry across the Alabama River was accosted by a poor white stranger who wanted to cross, but hadn't the wherewithal.

"It doan' cost yo' but three cents ter cross," insisted Pete.

"I know, but I hain't got three cents."

"I done tell yo' what," was Pete's reply. "A man what's not got three cents am jes' as well off on dis side ob de river as on the odder!"

\* \* \*

There was a young fountain pen salesman who, to his great joy, was succeeding on his first trip in persuading a stationer to order one hundred pens. But all of a sudden the stationer's manner changed to the young man.

"I countermand that order," he barked, and hurried into his private office, slamming the door behind him.

Later in the day his bookkeeper said to the stationer:

"May I ask, Sir, why you so suddenly countermanded your order for those fountain pens?"

"The young salesman," explained the stationer, "booked my order in lead pencil."

\* \* \*

"Dar, now!" exclaimed one negro, when his master had finished expatiating on the hideous havoc wrought by a forty-two-centimeter shell, "Jes' lak I bin' tellin' yo' niggahs all de time! Don' les' have no guns lak dem roun' heah! Why, us niggahs could start runnin' away—run all day, git almos' home free, an' den git kilt jus' befo' suppeh!"

"Dat's de trufe," assented his companion. "an' lemme tell you' sumpin' else, Bo. All dem guns needs is jus' you' ad-dress, dat's all: jes' giv'em de ad-dress. an' dey'll get you'."

\* \* \*

A little boy, who had been taught to report promptly his misdeeds, sought his mother with an aspect of grief and repentance.

"I broke a brick in the fireplace," he announced, on the verge of tears.

"Well, that is not beyond remedy," smiled the mother, "but how on earth did you do it?"

"I was pounding it with father's watch."





Crystal Palace, the main building in the exhibition grounds at London, where the C.H.M.E.A. will hold their next exhibition of Canadian-made hardware lines.

## Hardware Manufacturers to Hold Exhibition in London

*Diversity of lines to be shown—Daily features  
—Canadian-made windows for exhibition week*

THE directors of the Canadian Hardware Manufacturers' Exhibitors' Association have definitely decided to hold an exhibition at London, Ont. This decision was arrived at on October 29 at a meeting held at the Queen's Hotel, Toronto.

It was felt that notwithstanding the war the present was a most opportune time for showing both the trade and the public the extent and diversity of the hardware and kindred lines which are now being made in Canada.

"There has been such an increase in the variety of hardware lines that have been made in Canada during the past year," remarked one of the directors, "that those who visit the exhibition will be surprised."

The exhibition will be held in the main building of the Exhibition Park, which is admirably suited for the purpose, and will be open eight days, namely, from Saturday to Saturday. Although the date has not been fixed, Secretary F. M. Tobin was instructed to proceed at once with the making of the necessary arrangements.

The directors have an ambitious program in mind, for not only will an effort be made to make the exhibition even more than usually representative of the hardware manufacturing industry of Canada, but special features will be daily introduced with a view to apprising the general public as well as the trade of the variety and extent of the hardware industry of Canada. No admission fee will be charged at any time during the exhibition.

It is quite possible that an effort will be made to induce retail merchants of all kinds in London to feature Canadian-made goods during the week of the exhibition.

Before adjourning the directors passed a resolution endorsing the decision of the members of the association who had expressed their determination to give employment when at all possible to returning soldiers "who have served in defence of the Empire."

Those present were: Messrs. Adam Taylor, president, Taylor-Forbes Company, Ltd., Guelph; F. M. Tobin, secretary; J. A. Hossack, Lufkin Rule Co., Ltd., Windsor; John Billinghamurst, Boeckh Bros., Toronto;

Holt Gurney, The Gurney Foundry Co., Ltd., Toronto; Charles Stewart, the James Stewart Manufacturing Co., Ltd., Woodstock; M. R. Griffiths, ex-president, Toronto, and A. M. Smith, the McClary Manufacturing Co., Limited, London.

### CONVENTION IN TORONTO—EXHIBITION IN LONDON

A joint meeting of the Advisory Board of Ontario Retail Hardware and Stove Dealers' Association and a committee of the directors of the Canadian Manufacturers' Exhibitors' Association was held in the Queen's Hotel, Toronto, on Friday, Nov. 5, at which it was unanimously resolved:

"That the O. R. H. & S. D. A. accept the invitation of the C. H. M.E. to attend the Hardware Week and Exhibition to be held in London during the third week of June, 1916," and it was further resolved:

"That the annual convention of the O. R. H. & S. D. A. will be held in Toronto during the third week of February next, without the attendance of the manufacturers.

"It was resolved that the Hardware Week and Exhibition will be the occasion reserved for the meeting of the manufacturers and dealers."

The Retail Association convention will be held in the King Edward Hotel, as last February, special arrangements being made for those who wish to attend.

W. C. Jackson, formerly with the Hobbs Hardware Co., London, has joined the Brandram-Henderson staff.

Geo. T. Pepall, of Samuel, Benjamin & Co., Toronto, is appointed a provisional director of the Kingspadina Co., Ltd., Toronto, a real estate holding company.

Standard Toys, Ltd., Toronto, has been incorporated with a capital of \$40,000, to make and sell children's toys. J. A. Chantler and E. W. Chantler are provisional directors.





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**MADE  
IN  
CANADA**

**22's**

**The Remington Arms-Union Metallic Cartridge Company**  
*(Contractors to the British Imperial and Colonial Governments)*  
**London, Eng.                      WINDSOR, ONT.                      New York, U.S.A.**





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*Always the highest-grade---are now lowest-priced as well. And the QUALITY has been IMPROVED.*

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REMINGTON - UMC at the new low price  
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*Winners of the GRAND PRIX at the Panama-Pacific  
Exposition for MODERN Fire-Arms and Ammunition.*

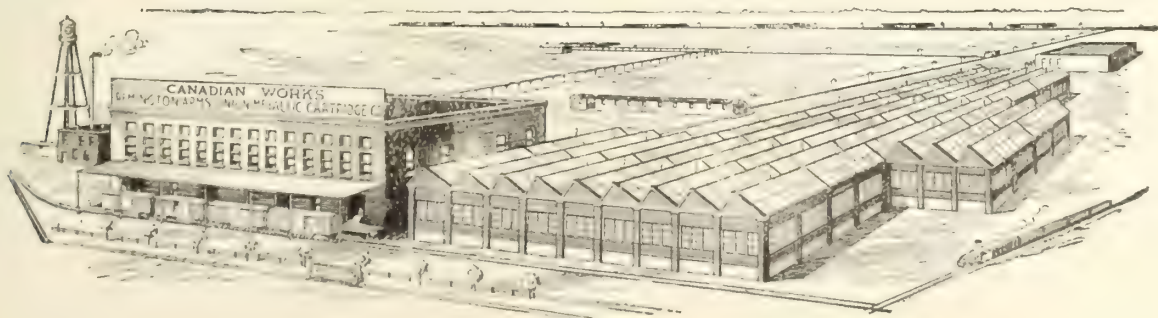
**REMINGTON ARMS - UNION METALLIC CARTRIDGE COMPANY**

*(Contractors to the British Imperial and Colonial Governments)*

London, Eng.

WINDSOR, ONT.

New York, U.S.A.







HOW A TORONTO DEALER TRIED FOR PAINT SALES THROUGH HIS WINDOW.

## Getting Paint Sales Through the Store Window

*Attracting custom by means of good displays—  
Brandram-Henderson salesmen meet—Paint News*

**N**EW customers are usually brought to the store by the first impression conveyed through the appearance of the store's windows. More and more as time advances are hardware dealers realizing the value of their windows as business getters.

It is not altogether necessary that dealers should have large windows in which to make attractive displays. Some splendid window trims, many of them trade-pullers, have been made in small window space by dealers in various parts of Canada.

Paint is a line that lends itself particularly to the correct dressing of a small hardware window, and it is elastic enough to lend itself, too, to the embellishing of the largest window.

In dressing the window the dealer should take into consideration the fact that every person passing his store is a possible paint purchaser, and if his window display attracts a person to enter the store that person should assuredly be reckoned a paint prospect. In fact the experience of a dealer in the mind of the writer tends to make a possible paint prospect of every person who enters his store, irrespective of whether the paint displays attracted him or not.

But undoubtedly the paint displays in the window pay. This has been proved over and over again. The live paint dealer who does not make use of his window during the fall is neglecting the least expensive and most efficient sales help he has at hand.

Now, as always, can the store front attract and draw in custom, not only for present trade, but for trade in the months to come.

### SUCCESS IN PAINT DEPARTMENT

"There is only one way to succeed in the paint business and that is to make the department pay," so said a prominent hardware dealer the other day, in discussing the running of the paint department.

The first word in the salesman's paint talk ought to be "quality," for you cannot look a man in the eye and talk paint unless you are sure of your subject. Because of this the dealer should look well to the buying end, and never buy anything he is going to stake his reputation on without first finding out about the concern making the article, how it is made, and anything else that will help him intelligently to handle the line and explain its merits to prospective buyers.

Keep the paint stock in such good shape that at a glance the clerk can see and get what the customer wants. Don't keep the customer waiting; service and good service is what is demanded these days of all business houses. If the department is sectionalized—one part for varnishes, one for flat paints, another for oil finishes, and so on—this will be found of advantage.

Keeping the stock well sorted up and giving publicity to the fact that it is "quality" paint only that is being handled will help bring and keep buyers of paint to your store. Do not exaggerate; make your statements ring with honesty. Your customers' confidence is the best kind of advertising for your store. Send out occasional letters and make use of the color cards.

If the dealer keeps these hints in mind and practices them it will mean added sales in his paint department.

### SELLING SHINGLE STAINS

Here lies an opportunity for the progressive paint retailer to increase his sales through the calling of the customer's attention to the preservative and artistic features inherent in the stains. Many houses are so constructed that the use of shingle stains is essential to the bringing out of the charm and attractiveness of the architecture. Are there such houses in your locality? An easy way of leading up to sales would appear to be to obtain from your paint manufacturer photos of



houses, showing in colors the added beauty which results from using stains.

Give these photos a prominent place in your store, together with an assortment of "paddles" showing the actual appearance and color of the stain as applied to a shingle. Talk these products in your printed advertising. Make it a point also when selling a customer a house job to call his attention to the stains.

In addition to the artistic feature, much may be said in favor of shingle stains from the preservative standpoint. Their use will be a factor in reducing the frequency with which a shingle renewal will be required.

By all means push shingle stains if you are not already doing so.

### KEEPING PAINT STOCK COMPLETE

The very best season of the year for the painting of buildings is at hand. There are many reasons why fall painting is preferable to that done at any other period of the year. In order to successfully wage a campaign along this line it is naturally essential that a complete stock of colors, kinds of paint, etc., be carried. Go through your stocks listing the quantities on hand. If you find here and there a shortage it is advisable to send in a "hurry up" mail order. "You cannot sell goods without having them" is an old saying which, while not entirely correct at all times in all lines, does contain much of truth. Certainly it is true that when you get a customer into the frame of mind where he has concluded to paint his house or barn this fall it is better to have the stock on hand ready to clinch the sale while he is in the mood, rather than risk possible changes of mind during the period it takes to obtain the merchandise from the factory.

### BRANDRAM-HENDERSON SALES CONVENTION

The seventh annual convention of the sales staff of Brandram-Henderson, Ltd., was held in Toronto, at the Queen's Hotel, on October 26 and 27. The convention was a purely business one, those present discussing ways and means of further increasing the Brandram-Henderson business during the coming year.

The firm's present year, which ends in November, has so far been the most successful in its history in point of sales, but the management believes it can do still more; hence the new preparations now under way.

One of the features of this year's convention was the window trimming competition participated in by B-H salesmen representing the Halifax, Montreal and Toronto staffs. The judges—Thos. Meredith, of Thos. Meredith & Co., hardware dealers, Toronto; H. W. Parr, of Hardware and Metal; and James O'Hagan, of Canadian Hardware Journal—after some little deliberation, awarded the honors to Toronto for first, Halifax for second, and Montreal for third.

George Henderson, president of the company, was chairman of the meeting and he opened the business of the first day by a neat speech. The most important question is that of prices for 1916, he said; there was no reason for the recent decline in prices, but rather otherwise, because of the increase in raw materials. Zinc oxide is almost impossible to obtain and has risen tremendously; linseed oil is up; and turpentine, also. Because of this fact an advance is almost inevitable.

At the conclusion of Mr. Henderson's address prizes were awarded to the winners of the various sales contests, and the conditions for the 1916 contests were announced. Following this came a series of addresses

by members of the staff, as follows: The B-H Factories Behind B-H "English" Paint, G. M. Edwards; "Opening a B-H 'English' Paint Account and what it Constitutes," J. E. Penfound; "Selling the Full Line," S. W. Smith; "Following up Dealer's Prospects and Selling Goods for the Dealer," W. Wineroope; "How Daily Reports Help Develop the Territory," R. B. H. Cotton; "Towns Where We Have no Agent and no Prospect," E. W. Charlton; "Selling Oil Colors," Fred Markum; "Demonstrating the Sale of B-H 'English' Paint," R. C. Blakeney and W. A. Church; "Demonstrating the Sale of B.B. and Anchor Lead," W. B. Gillespie; "Demonstrating the Sale of China-Lac," N. Paradis; "Demonstrating the Sale of Fresco-Tone," A. F. Benford; "How to Handle Complaints," E. F. Lowe.

A general discussion and some salesmen's suggestions regarding the marketing of products concluded the first day's session.

### Second Day

The matters discussed at the second day's proceedings were: "Some Paint Problems," by R. H. Monk; an address by A. M. McKenzie, president of International Association Master House Painters and Decorators; a China-Lac demonstration by E. F. Lowe and G. M. Edwards; and an outline of advertising and sales promotion work for 1916, by A. W. Poole.

President Henderson brought the convention to a close by a running commentary on the good suggestions and ideas brought out at the two days' sessions.

A theatre party and a dinner party occupied the time of the sales staff the two evenings of the convention, and F. H. Rowe's address on "The Greatest Game in the World" was given at the close of the convention.

### WALL PAINTS ARE SANITARY

A controversy is raging at present in the United States trade press anent the merits of wallpaper v. paint. It seems to be pretty well conceded on all sides that paint as a wall covering is more sanitary. This is a strong point that dealers should play up when selling or catering for business from home owners or housekeepers.

### PAINT NEWS NOTES

Brandram-Henderson, Ltd., are paying any of their men who go to the Front half their salary and will keep their positions open for them on their return.

Business in the Maritime Provinces for spring shows an advance of 15 per cent. over last season's business, report Brandram-Henderson, Ltd., salesmen. Their Ontario travelers also state that increased business is being obtained in that province.

### METAL PASTE TUBES

A. W. Stanley, Ottawa, writes: "Would you put me in touch with some firm making metal tubes for tooth-paste?"

Venesta, Ltd., Great Towers St., London, Eng., make some of the best tubes on the market. A. H. Wirtz, Ltd., Chester, Pa., and Standard Tube & Specialty Co., New Brighton, Pa., are other makers.—Editor.

A Detroit dealer recently made a varnish display, using empty varnish packing cases as a walled background to his window. It was a novel idea and contains an idea for other dealers whose window space runs into the store itself.



# The Art of Salesmanship in Selling a Stove

*An interesting chapter from "Team Work,"\*\* a book issued by the Michigan Stove Company—Many practical suggestions regarding selling methods*

All merchandising is founded on confidence. Consequently, other things being equal, anything which tends to strengthen public confidence will, in just that degree, make it easier to sell goods.

We must recognize the fact that the average consumer knows really very little about stoves.

It takes years of experience and considerable technical knowledge to be able, from a mere inspection and without operating the stove, to make a correct appraisal of the merits and value of that stove.

In buying a stove from you, the consumer must follow one of two courses:

1st. To spend the time to acquire the knowledge necessary to the correct appraisal of that stove from a mere inspection.

2nd. To accept as literal truths the statements made concerning the quality, workmanship, and performance of that stove.

The first course is out of the question. The second course is the one usually followed.

Real salesmanship is an art, a science; and, like trout

playing his fish until the delicate but persistent tension in the end of the rod has worn down the trout's energy and made it possible to neatly and gently manoeuvre that trout until the landing-net could be brought into play, and the capture effected without injury to the tackle or risk of losing the catch through being too hasty.

## Your Customer

To begin with, you can divide all customers into two big classes, namely:

1. Those who must be shown—who gain most of their knowledge by looking at things.
2. Those who must be told—who gain most of their knowledge by listening.

Those who must be shown—who gain their knowledge by looking at things—will indicate their preference by their manner. Their eyes will be constantly employed; their glance will roam from one part of the stove to another. Also, they have a strong tendency to handle things for themselves—to bring the sense of touch into play. Should you make the mistake of



The stove and housefurnishings department of Gurney & St. Germain at Vegreville, Alta.  
(Courtesy McClary Mfg. Co.)

fishing, it requires intelligence, skill and experience. Your skilful fisherman equips himself with a light delicate tackle; an assortment of flies designed and selected with a keen understanding of the habits and nature of the wary trout; and a fragile wisp of bamboo. In the hands of an amateur, and with three pounds of angry, active trout thrashing the water and fighting for life with an energy that makes the line fairly sing, that tackle and rod would not last sixty seconds.

The novice, with a backward swing of the rod, would attempt to yank that finny dynamo of concentrated energy out of the water and on to the bank, instead of

\*\*A neat and instructive book for stove salesmen, entitled "Team Work," has just been issued by the Michigan Stove Company, Detroit. While compiled principally for the use of dealers handling "Garland" stoves, it contains a great many suggestions regarding selling methods and stove installation, which make it valuable for stove salesmen generally.

describing and talking about things to a customer who requires to be shown things, you will quickly discover that your customer is growing restless and lacks interest in what you are saying. For instance, you, personally, may be much interested in the principles of complete combustion and the proper radiation of heat; and you may be standing perfectly still, looking your customer in the eye, and talking about those things but not demonstrating them. If, under those circumstances, your customer grows restless and looks at the stove instead of at you—or perhaps touches or handles some portion of the stove—or keeps glancing around the room while you are talking, you may be sure that you have been making the mistake of telling things to one who required to be shown things. Just change your tactics—commence to point out the dif-



ferent visible details of the stove—and then note how quickly the customer warms up and becomes interested. Hand one of the lids to the customer with the request that the weight be noted, and call attention to the ring on the underside of the lid. Explain how it serves to keep the lid from warping; and then show the many other construction features of merit. Nine times out of ten you will know that you have gained the customer's full and undivided attention—that you are working up to a sale.

Suppose, on the other hand, that you are making the mistake of continually showing things to a customer who requires to be told things; and that the customer does not readily respond to your suggestions to look at the particular portion of the stove about which you happen to be talking. Change your methods—tell about the composition of the metals; or the oven; the goose-neck flues; the direct draft damper system, etc., and note how quickly you gain the customer's full and undivided attention.

By keeping this point in mind, and making a constant effort to classify those whom you meet under the headings of listeners or lookers, you will shortly become so expert that you will be able to size up a customer almost at first glance.

Your next step is to classify your customers according to their number, and the relation they bear one to the other. That is to say, if you have more than one to deal with, as in the case of husband and wife, you should decide whether it is a case of selling the "boss," or of selling a domestic partnership. Or, in the case of two men or two women who come in to look at stoves, you will often find that the one who is not buying the stove—who just came along—is the one who must be convinced. Often in the case of a mother and young married daughter, you will discover that you must depend upon the mother to cast the deciding vote—she has had years of experience, and it is only natural that the daughter should look to her advice.

Possibly you already know these things, and have been making good use of them; or you may have been following the right course instinctively.

One thing, however, is certain: you have either by accident, instinct or intelligent reasoning, observed these things in all the cases where you have made a sale. In those cases where you have "fallen down" the real cause may have been your failure to diagnose the case correctly; or it may have been due to causes, several of which could not be laid at your door.

Right here, it may be well to call your attention to the fact that there is a human side to everyone. Poor or rich; proud or humble; grouchy or pleasant; happy or sad; they are, after you have dug down beneath their shells, just ordinary folks like all the rest of us.

It will be of further help to you if you will regard your customers as problems—when you make a sale you have solved the problem; when you "fall down" you have failed to solve the problem.

Learn to meet with your customer, or problem, on a basis of equality. Remember you are just two human beings who have a problem to solve—the one to select a stove, the other to sell a stove; and you must act in harmony or the deal cannot be completed.

Some people are quick, snappy, and active, both mentally and physically, and they must be handled in a manner in harmony with their temperament. Others, again, are slow and easy-going, and must not be driven too fast. They like to consider things carefully, and prefer, in a measure at least, to sell themselves. Then there is the suspicious type, who act as though they

would like to bite every word you utter in order to decide whether it is good truthful coin or a lying counterfeit. With that type it is always well to gain their confidence by giving them an opportunity to prove your statements.

The snobbish, supercilious type are the easiest of all to handle, provided you don't allow them to get on your nerves. Just ignore their manner, and contrive to make them feel that you are absolutely happy in being permitted to wait upon them. Don't misunderstand, it is not meant that you should grovel at their feet or anything of that sort; but, rather, that you contrive to make them understand that you are so thoroughly at peace with yourself and with them that you just naturally refuse to be ruffled by anything they say or do. This method seldom fails to tame them down.

Then there is the type who have trouble in making up their minds; who prefer to lean upon and be guided by others. When it is possible for them to do so, they always bring with them someone in whom they have confidence; and in such cases you must contrive to convince their adviser. When they are compelled to shop alone, they search around until they find a salesman in whom they feel they can place confidence. In those instances, you must contrive to occupy the role of adviser—to gain their confidence. In order to do this you must be very patient and very sympathetic, and be truly interested in their problems.

Then there is the type, who may by nature be any one of the foregoing; and who have been shopping around from one store to another. They have seen so much and been told so much that they are, as a usual thing, so confused they have ceased to know exactly what they do want. The chances are, they have arrived at the point where they have developed a mental picture of a stove that represents the best features of all the stoves they have been shown. Now, it should be plain that there is not in existence a stove that would compare favorably with the mental image of the stove they have in their minds.

Then, when you know what your problem it—just what cooking or heating requirements you must satisfy—you can, with safety, go ahead and demonstrate the particular stove you have decided will best fill the bill.

In every instance, with every customer, your first step should be to discover just what are the actual cooking or heating requirements.

#### MR. CHOWN REPORTS GOOD TRADE

Mr. M. O. Chown, of E. Chown & Sons, wholesale hardware, Kingston, was in Toronto recently on business. "Business," said he, "is good, and with us considerably above that of this time a year ago."

#### WEST COMING BACK TO ITS OWN

J. A. Hossack, of the Lufkin Rule Co. of Canada, has returned from a business trip to the Pacific Coast. He reports brighter prospects in the West. The smaller centres, especially, are doing well. Everybody in the West is feeling a rejuvenated spirit, due to the bountiful harvest reaped this fall.

J. H. Ashdown, president of the J. H. Ashdown Hardware Co., Winnipeg, is at present visiting cities in the far West. In the course of an interview he expressed very optimistic views regarding the future. In his opinion business will pick up, even more than it has done during the past month, in the months that are to come.



# Chimney Flashing for Double-Pitched Roof

*Method of making a ready-to-set flashing—Profitable device which may be made for stock during dull days*

A SUGGESTION to shop owners on furnishing employment to men during slack days is found in the accompanying illustration on how to make a chimney flashing for a double pitched roof. The design of this flashing lends itself to being made up in stock sizes to fit the standard chimneys of any locality, thus not only furnishing employment in the shop for some time during inclement weather, but facilitating the execution of work when the rush season is on.

The flashing shown in the accompanying illustration was devised by W. M. Stover, Caldwell, Kan. He has demonstrated by several years' experience in making and selling a special chimney flashing in his locality that it is good business, and the regular demand that has grown up for it at home has extended to other towns and sections where local builders have done work. Mr. Stover has furnished in addition to the drawing some descriptions to aid tinsmiths to make the flashings and sell them, as they bring in a profit that is good and a certain demand wherever builders have become familiar with the advantages.

## Flashing Adapted to Pitch of Roof

It is his experience that a carpenter orders a chimney flashing adapted to the pitch of the roof he is erecting, takes it to the building, puts it on the sheathing, marks the opening for the brick work, cuts the hole, puts the flashing over the hole, and then a roof of shingles, fireproof metal shingles, slate or any other roof covering may be laid. The mason runs his brick work up through the building, through the roof sheathing and up through the chimney flashing to its top. Then the counter flashing is set in place overlapping the brick work at the top and extending down over the chimney flashing. The brick work is then continued to the top finish of the chimney and a tight weatherproof

and waterproof roof connection is assured at a point where there is frequent cause for complaint of leaks.

The practical man will readily see that when the work is properly done there can be no leaks after the job is completed, that there is no tin to cut and fit.

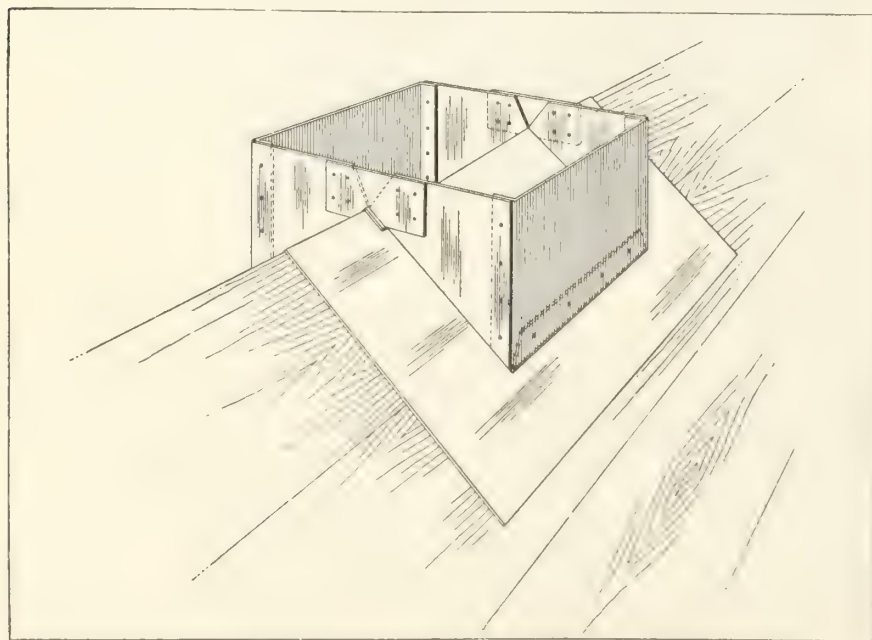
Patterns have been drawn by Mr. Stover for making this flashing for one-quarter, one-third, one-half, ten-to-twelve, and nine-to-twelve pitch roofs, for 5x9-in. flues of an outside chimney measurement of 13x17 in. These patterns by shifting may be used for making a flashing for a 9x9-in. flue with 17x17-in. outside measurements.

One of the accompanying illustrations shows the pattern for the chimney flashing for a roof of one-third pitch and a flue having outside dimensions of 13x17 in. It can be made from a 28x96-in. sheet of 28-gauge galvanized iron, a piece about 3 ft. long being necessary. This material will cost somewhat less than a dollar, according to the location of the town where it is to be used. A tinner can make twenty or more in a day, so the cost of production is not very great. Mr. Stover explains also that a good living profit can be made by selling the smaller size at \$1.25 each, the larger sizes at \$1.50.

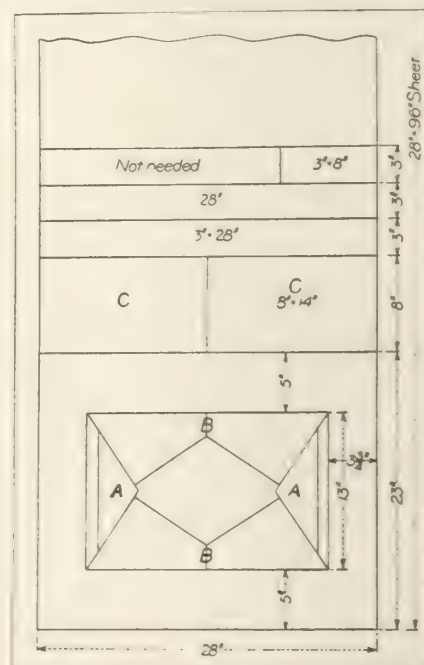
After one of the smaller size has been made there is sufficient material in the remainder of the sheet for one of the larger size.

## Method of Laying Out Flashing

The method of laying out the flashing may be gathered from one of the accompanying illustrations, which shows a complete flashing laid out as it would be on a sheet of iron. The main plate is 23x28 in. and on it is drawn a rectangle 13x20½ in., with a space 5 in. on two sides of the rectangle and 3¾ in. at the bottom edges. From the corners at angles governed by the pitch of the roof for which the flashing is made lines



Pattern for one-third chimney flashing.



Method of cutting flashing from sheet.



are drawn inward as indicated until they meet. From just below that point lines are drawn toward the line B B which indicate the line on which the plate is bent to conform to the pitch of the roof. These lines will be horizontal when the plate is bent to conform to the roof and side pieces are turned up at right angles and so that the top edges will form a horizontal line.

It will be noticed that it is necessary to cut a slit on each side toward the edge of the right angle from the inside so as to allow the plate to be bent. When it is bent it will open up and leave a notch. This notch can be covered by pieces marked A A taken from another part of the flashing and riveted as shown in the general view. Along each of the 13-in. sides a strip  $\frac{1}{2}$  in. wide is left to be turned over either to serve as a weather guard or to receive the edge of the bottom of the upright at each end.

In addition to this main plate there are shown on the 3-ft. section two 8x14-in. pieces, C C, to serve as ends for the flashing when it has been formed by being bent to fit to the roof. An edge is turned up at right angles at each upright edge of two sides of the flashing. These are riveted to the side pieces and the bottom finish can be made either with a locked edge or by overlapping as the mechanic may prefer.

To make the counter flashing, there are two strips 3x28 in. and an extra piece 3x8 in., which can be formed into a 13x17 in. rectangle with a  $\frac{3}{4}$ -in. edge turned in all around at the top, so that when it fits down over the top of the brick work it will cover the chimney flashing, and the mason has only to lay his brick on the top of it and complete the chimney.

If the workman is careful to make the flashing perfectly true in every particular, to rivet the various parts together to secure strength and then to solder the joints where there are laps, it is a simple matter to make it absolutely weatherproof and neat in appearance. When made in this way, both the carpenter and the mason can readily see the benefits of using it and will become regular customers for it.

Mr. Stover has patterns of the various pitches and sizes which have been sold to other tinsmiths who have been called upon to furnish the chimney flashing as the result of experience of building contractors with the use of the Stover chimney flashing and the saving of time it affords.—Hardware Age.

### KEEPING AIR MOIST IN LIVING ROOMS

In the daily papers of Chicago recently there was considerable discussion about the difficulty of securing a proper amount of humidity in houses. The air is too dry, the correspondents say, and they seek for information as to how this may be overcome.

The following article in the Daily News of Chicago contains a suggestion for the sheet metal worker as to how he may add to his income by making the pans referred to in the article:

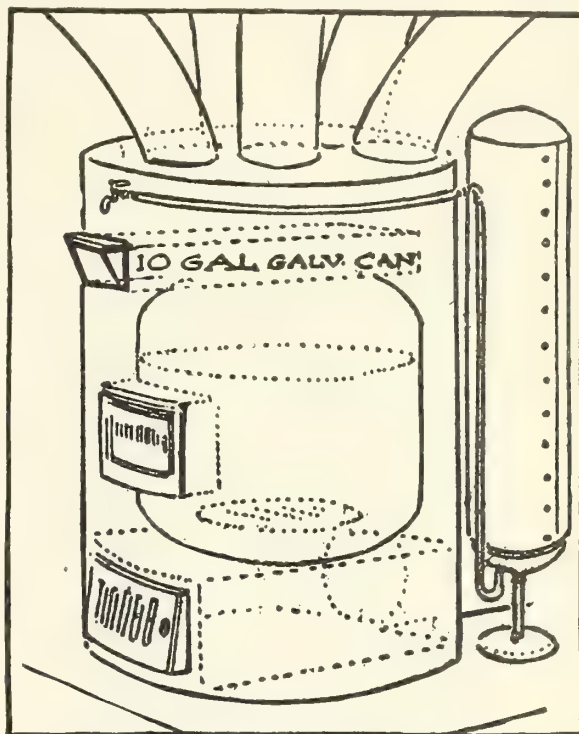
One of the regular annoyances of winter is the dryness of the air in our houses. Many of us are completely baffled by the difficulty of securing air sufficiently damp, and others, again, have solved the difficulty in one way or another. The most effective method I have seen is that adopted by certain north side people, whose homes are heated by hot air furnaces. They have had the hardware man or the tinsmith open the top of the furnace above the firebox and insert there a receptacle capable of holding upward of ten gallons of water, as shown in the accompanying illustration. The water is therefore in the hot air chamber itself, and the evap-

oration is very rapid, many gallons each day leaving the pan or can entering into the atmosphere of the home, to the benefit of the health of the family. This seems to me to be a most excellent and ingenious idea.

### TELL ARCHITECTS YOU SELL METAL CEILINGS

Never was there a better time for the hardware dealer to talk metal ceilings. They are the best kind of insurance. Nothing has proved so effective in keeping fire from spreading. An exchange points out the beauty as well as utility of the product:

"Metal ceilings have changed and changed again in design, construction and finish, until the current pro-



Keeping air moist in living rooms.—How the air is moistened.

duct graces the finest residence. Cornices and mouldings are made to match, and the impression of a room decorated with this fireproof material is more than pleasing."

Inform the local architect that it is possible to buy metal ceilings at your store. Explain to the prospective customer that many householders who buy metal ceilings put them up themselves. Have a metal ceiling window demonstration. Be the first man in your town to really go after the metal ceiling business.

### ADDRESSING OF MAIL TO SOLDIERS

In order to facilitate the handling of mail at the Front and to insure prompt delivery the Postmaster General requests that all mail be addressed as follows:

- (a) Regimental Number.
- (b) Rank.
- (c) Name.
- (d) Squadron, Battery or Company.
- (e) Battalion, Regiment, (or other unit) Staff appointment or Department.
- (f) Canadian Contingent.
- (g) British Expeditionary Force.
- (h) Army Post Office, London, England.

Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden, and causes delay.



## BUSINESS CHANGES

### Alberta

Spruce Grove—Bison & Baker, hardware and tins, commenced.

Leduc—B. F. Morris, hardware, succeeded by B. F. Morris Co., Ltd.

### Saskatchewan

Tate—Jacob Lamb, hardware, taken son as partner.  
Morse—L. Naismith, hardware, sold to J. E. Ogden.  
Expanse—Isabella Schultz, hardware, sold to D. A. Reinoehl.

Kandahar—P. Johnson, hardware, succeeded by F. J. Sanders.

Montmartre—W. Malhort, hardware and implements, selling business.

Woodrow—Jackson & Harper, hardware, succeeded by F. E. Harper.

Prelate—Langford & Bolster, hardware, succeeded by R. A. Langford.

Tribune—Hawbaker & Brown, hardware, etc., sold to Benning & Kyle.

Lanigan—Roycroft & McGregor, hardware, succeeded by Moritz & Clement.

### Manitoba

Winnipeg—Fort Rouge Hardware Co., commenced.

Winnipeg—E. G. Flook, hardware, succeeded by Weston Hardware Co.

### Ontario

Renfrew—W. A. Moore, hardware, sold to Totten & Lindsay.

Southampton—W. H. Johns, hardware, sold to Trelford Bros.

Fort William—G. P. McLaughlin, hardware, sold to H. Harvey.

Haileybury—Norfolk & Rochester Hardware Co., incorporated.

Walkerton—H. A. Havill, hardware, sold to Patterson Bros., Chesley, Ont.

Toronto—Swann & Co., hardware, sold to Westman Hardware Co.

A. Long and Ald. H. Wilson, of Windsor, have formed a partnership and opened a hardware business.

### Quebec

Thetford Mines—Gosselin & Co., tinsmiths, registered.

Montreal—Canada Supply Co., hardware, succeeded by Jean Hurtubise.

### Nova Scotia

Sydney—Bent & Cohoon, hardware, re-opened.

## Canadian Trade Notes

The Blue Hardware Store at Guelph was burglarized recently.

S. F. Bowser & Co., Inc., Montreal, has been registered.

The Greene Cut Glass Mfg. Co., Montreal, has been registered.

The properties of the North American Smelting Co.,

which consist of lead mines near Kingston, have been sold, and it is understood that the mines will shortly be opened up again, after a suspension of work for about two years.

The Canadian Specialty Co., makers of cutlery, Ste. Tite, Que., has been registered.

The Union Twist Drill Co., Rock Island, Que., is building an addition to its plant.

The Dominion Steel Foundry Co., Hamilton, Ont., are building an addition to their foundry.

J. E. H. Barnet, of the Barnet Mfg. Co., makers of refrigerators, Renfrew, Ont., is dead.

W. Ayerst and A. Sullivan, of Beatty Bros., Fergus, Ont., have enlisted for service abroad.

A. R. Payne has joined the Wood, Vallance & Co. sales staff, and will cover Central Ontario.

The Universal Appliance Mfg. Co., Toronto, with a capital of \$150,000, has been incorporated to make and deal in automobiles, bicycles and supplies.

B. H. Bramble, advertising manager of the Goodyear Tire & Rubber Co., Toronto, was married recently to Miss Mabel Fuller.

The Canadian Tygard Engine Co., Toronto, has been incorporated to make gas engines, hardware specialties, etc. Capital, \$3,000,000.

Douglas Carter, son of H. J. Carter, of Carter Bros., hardware dealers, Picton, Ont., has joined Lewis Bros.' (Montreal) traveling sales staff.

The James Smart Mfg. Co., Brockville, Ont., has purchased the right to manufacture and sell in Canada Bartlett All Steel Scythes. The scythes are made in a variety of styles and sizes.

Chas. Stewart, vice-president of Burrow, Stewart & Milne Co., stove and scale makers, Hamilton, died recently at his home. He was born in New Jersey in 1837, and moved with his parents to Hamilton in 1843. He was first an iron moulder with Fisher & McQueston, and worked his way up until in 1864 he formed a partnership with John Milne, continuing with the company until his death.

## News From Western Canada

J. A. Werner's hardware store, at Edmonton, Alta., was damaged by fire recently.

D. Acland & Son, Winnipeg, makers and wholesalers of carriage hardware, have opened a branch at Calgary.

W. E. N. King, hardware dealer, Neepawa, Man., was appointed secretary of the local R.M.A., just formed in that town.

H. T. Kirk, hardware dealer, of New Westminster, is moving to new quarters at 606 Columbia Street, after twenty years in the one store.

J. A. McGillvray & Co.'s hardware store, at Cadillae, Sask., was recently destroyed by fire, due to a clerk falling and breaking a lighted lantern near some excelsior.

James McGeorge, an employe of Peart Brothers' hardware store, Regina, on his enlisting with the 46th Battalion, now in training at Sewell, was presented with a wrist watch by J. W. Peart, and a shaving outfit by the employes. J. W. Peart also wrote him a letter in appreciation of his services with the firm.



### NICHOLSON FILE CO. JOINS RICE LEADERS

The Nicholson File Company, of Providence, Rhode Island, and Port Hope, Canada, has become a member of the Rice Leaders of the World Association, an organization devoted to the development of ethical and practical ideals in business methods. This important step taken by this half-century-old organization is in line with the advanced ideas of its officials.

The Nicholson File Company was incorporated in 1864, to manufacture files and rasps. Its main plant and offices are located at Providence. Additional factories are maintained at Paterson, N.J.; Anderson, Ind., and Port Hope, Ontario. William Thomas Nicholson was the founder of the company. His natural love for mechanics was put to practical use, and it was while operating a small machine shop on his own account that he built his first file-cutting machine. The success that has attended the results of his efforts came only after hard, earnest and patient study. Although other concerns lost considerable in their efforts to manufacture files, Mr. Nicholson had faith in his products and constantly kept them before the public. The superior merits of Nicholson files were quickly manifest, and the business grew. To-day the Nicholson increment cut files are the standard of America. This company manufactures at its Providence factory alone more than 3,500 different kinds of standard files. Files for every conceivable usage are made. They range from the extra fine accessories of the jeweler to the heavy rasps used by blacksmiths, with a long list of other kinds for machinists and mechanics.

The Rice Leaders of the World Association, of which Elwood E. Rice is founder and president, represents many lines of industry. It avows its unalterable faith in sound business principles, and its well-known emblem symbolizes a cohesive effort to standardize the tenets of honor, quality, strength, and service:

### NEW HARDWARE FIRM

A. Long, who was with the Walkerville Hardware Co. for fourteen years as purchasing agent, has formed a partnership with Ald. Herbert Wilson, of Windsor, and has opened a hardware and mill supply house in the new Odd Fellows' temple in Walkerville.

### THE MOOSE JAW HARDWARE CO

On page 54 of the September issue it was stated in an article dealing with advertising for the autumn sporting goods trade, that the Moose Jaw Hardware Co. and Peart Bros. Hardware Co. were one and the same concern. This was an error, the Journal being informed that the two firms have no connection whatever. The error is sincerely regretted.

### A FORTY-THREE-YEAR-OLD RAZOR

Forty-three years ago J. R. Shaw, a retail hardware-man, at Shawville, Ont., sold a razor to a young man in his village. The other day the razor came back, and it was returned by the original purchaser! The reason the original purchaser returned it was not because of any defect that had developed. In fact it was in good condition and was highly prized by its owner. It was because he highly prized it that he turned it over to Mr. Shaw, who is engaged in collecting razors in his district for Mr. T. B. Lee, of Toronto, who is in turn

collecting them for the British War Office for the use of soldiers at the Front. May it be as highly prized by the soldier who gets it as it was by the original owner who magnanimously surrendered it.

This razor makes one of the over twenty thousand which Mr. Lee has so far collected for the British War Office.

### HARDWARE TRADE NOTES.

Two recent munitions-making concerns recently given Ontario charter are The St. Catharines Steel and Metal Co., Ltd., St. Catharines, and the Specialty Machine Co., Ltd., Toronto; and O'Brien Munitions, Ltd., Renfrew, Ont., with a capital of \$2,000,000, has received Dominion incorporation.

The sales and office staffs of the Queen City Division of the Imperial Oil Co., Toronto, presented G. A. Wells, who recently resigned from the company, with a valuable engraved gold watch. General manager J. T. Shatford made the presentation. Mr. Wells replied.

Woodbridge-Rudd Harness Co., Ltd., with a capital of \$100,000, has been incorporated with head office at



CHAS. W. ASBURY

Enterprise Mfg. Co., Philadelphia Pa., who made the speech of the evening at Wholesale Hardware banquet last night.

Toronto, to amalgamate G. A. Rudd & Co., Ltd., and T. Woodbridge & Co., Ltd., and to continue the business of dealers in saddlery hardware and fittings. The provisional directors are Thos. Woodbridge, L. J. Ashley and D. Grigg.

Canada Fishing Tackle Makers, Ltd., Trent River, Ont., capitalized at \$40,000, has secured a Provincial charter to make, buy and sell tackle and fishermen's supplies. Gideon Grant, Bruce Williams and Edwin Smily, all of Toronto, are the provisional directors.

Lt.-Col. J. W. Allen, of the 20th Overseas Battalion, has returned home from Shorncliffe, Eng., camp. Mr. Allen is a hardware dealer in Newmarket, Ont.

If the customers do not come to your store try taking your store to the customer. There are several ways of doing this, all of them effective and, better yet, all of them having a tendency to eventually draw the customer to your store.



### NEW ELECTRICAL GOODS

Many hardware dealers are firm believers in publicity and make generous use of the local papers. If copies of these advertisements are clipped from the paper and enclosed in glass front frames which are hung in prominent places or placed on the counter, people visiting the store will have their attention drawn to the current advertisement. Also, people who have read the advertisement and visit the store are reminded of any special offer or goods to which publicity has been given.

This scheme is used by many merchants in other lines and can be applied successfully to the sale of electrical goods. The frame for the purpose should be very simple and large enough to take care of the advertisements ordinarily used.

### A Made-in-Canada Frosting Compound

The first made-in-Canada permanent frosting for electric lamps has been recently placed on the market by Mr. P. N. Wettlaufer, Toronto.

Prior to the war a solution was procurable in Germany for this purpose. Mr. Wettlaufer's object was to produce an equally effective article of home manufacture, and after several months of experimenting it has at last been perfected. The commercial article is to be known as "Frost-a-Lite." This product is packed for the trade in convenient wax-lined containers, of a gallon, half-gallon, and quart.

Not only does "Frost-a-Lite" permanently frost electric bulbs, but it may be used to great advantage for etching names on glass or frosting electric and gas shades.

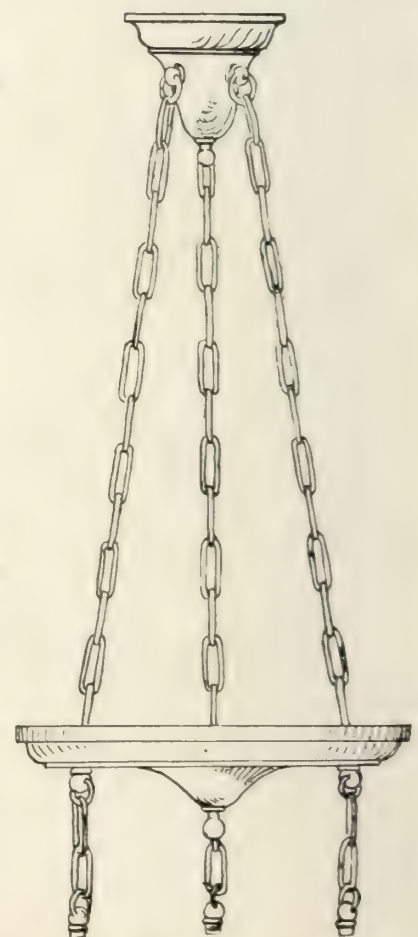
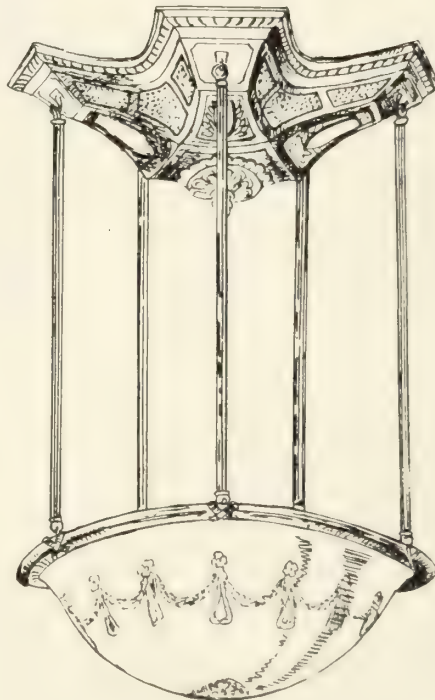
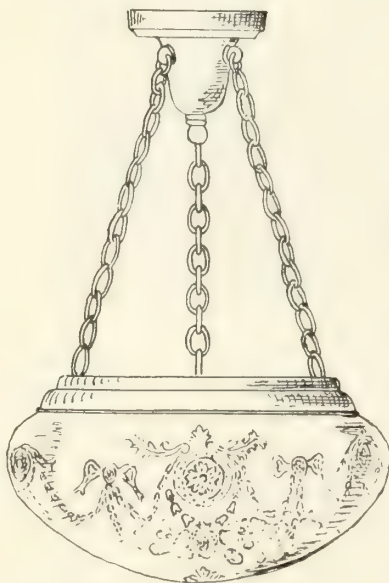
### Electrical Christmas Trees

The Canada Sales Company, 165 Church Street, Toronto, is showing a very attractive line of Xmas tree lighting outfits, which come packed in suitably decorated boxes. These outfits may be tested without re-



moving from the package, are made of the very best material, and the lamps are in assorted colors and various sizes.

To be safe in a business way every man should figure that he is going to have some accidents, then try his best to prevent them.



Three new electric fixtures from the Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont. This company is now making this class of goods, and these are among the most prominent samples.





# Hose Service for Your Customers

Your customers put it up to you to sell them satisfactory goods. They know you don't *make* the articles you sell; but they figure you ought to use your experience and knowledge to protect them against trouble and dissatisfaction.

If you sell a customer *one* article which is unsatisfactory—which does not give him good service—he may discount *everything else* in your store.

So the Garden Hose you sell must be the best. It must not kink; the inner rubber tube must not harden and crack prematurely; the cover must stand dragging over rough surfaces without cutting or tearing.

Goodyear "Nero" brand hose meets all these requirements. It is a woven hose—the thread is woven right into the hose during manufacture by special machinery. Thus there are no joints or seams, and the hose is absolutely non-kinking.

"Nero" comes in continuous lengths up to 500 feet. That means you can sell your customers any length they require with-

out having short, unsaleable lengths left over at the end of the season.

"Nero" is made  $\frac{1}{2}$  inch and  $\frac{3}{4}$  inch diameter.

## "Reliable" Brand

"Reliable" is a high-grade garden hose of "wrapped" fabric construction. The fabric is stitched together at the edges—not just stuck. This hose is made by the same expert men and methods as "Nero" hose. Comes in 50-foot lengths. Made  $\frac{1}{2}$ -inch diameter, 3 and 4 plies;  $\frac{3}{4}$ -inch diameter, 3, 4 and 5 plies.

**Goodyear Garden Hose has been extensively advertised to the consumer by means of attractive copy in newspapers. This advertising campaign will be continued next season.**

## THE GOODYEAR TIRE & RUBBER CO. OF CANADA

LIMITED

Head Office: Toronto, Ont.

Factory: Bowmanville, Ont.

Branches: Vancouver, Calgary, Edmonton, Regina, Winnipeg, Hamilton, Toronto, Ottawa, Montreal, St. John, N.B.



### HARDWARE MARKET NOTES

A Canadian buyer is said to have recently paid several dollars per ton for the prompt delivery of structural material to a United States mill.

An interesting inquiry has been made in the United States for 50,000 tons of plates for the French Government, which, it is understood, are to be used in the protection of trenches.

Black rivets advanced 10 per cent. early in October. Higher prices followed on bolts, cap screws, nuts; forged, refined, horseshoe, and Norway iron; and mild, sleigh shoe, tire, toe calk, and high-speed steel.

Lower quotations are in effect on some brands of galvanized sheets.

Cotton rope has advanced a cent a pound, and some makers have advanced prices on guns and rifles.

Spring delivery of poultry netting orders is being booked at 45 per cent. discount.

Following the decline of 50 cents a hundred on white lead in September, another decline of 50 cents took place the first week in October. The advance on white lead since the beginning of the war was \$1.50.

### GOVERNMENT CONTRACT FOR ZINC OUTPUT

It is announced by the president of the Consolidated Mining & Smelting Co., Toronto, that the Dominion Government has contracted with that company for the entire output of the new zinc reduction plant now being installed at Trail, B.C. After long experimentation the metallurgists of this company have discovered a satisfactory process of reducing the ores by electro-chemical treatment, the experimental plant being now capable of producing 500 to 1,000 pounds a day. It is said that the Trail smelter will be one of the best in America and that it will be producing 25 tons of spelter a day before the end of the year. It is also stated that the output of lead and zinc at this smelter will exceed in value its production of gold.

### MARKET CONDITIONS IN PAINT

The recent decline of ten cents a gallon on black and ordinary colored paints, excepting whites, appears to make the present time a good time to give specifications for spring stock orders, according to traveling salesmen representing Canadian paint manufacturers.

One of the makers has issued to the trade a circular which covers pretty well the whole paint prices situation.

"There is nothing in the outlook," says this letter, "to warrant us to expect any further decline in the near future and the recent development in the linseed oil and turpentine market, as well as the firmer tone just now of the zinc and lead markets, tend to higher levels in prices. Market authorities, in their review of the raw material market, are forecasting that paint manufacturers will not be able to maintain these reduced prices."

Orders are being taken at the new prices for shipment up to May 15 next, but they do not guarantee these prices for any length of time.

### BIG IRON EXPORT DEMAND IN U. S.

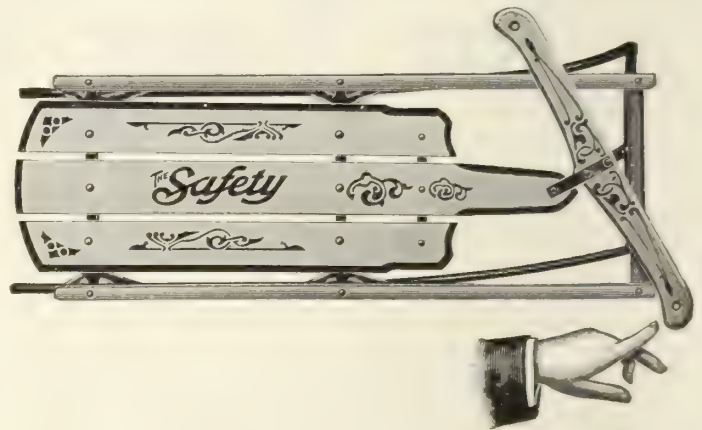
The demand for iron bars for export is so heavy in the United States, says The Iron Trade Review, that it cannot be met, and many mills are refusing to con-

sider any further orders. The plant of the Diamond State Steel Co., at Wilmington, Del., which has been idle for eleven years, is being rehabilitated to roll large rounds. It is understood that 50,000 tons for Great Britain have been booked for this mill, tentatively. The minimum quotation for steel bars is 1.50c., Pittsburg, and bar iron is commanding about the same price.

## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

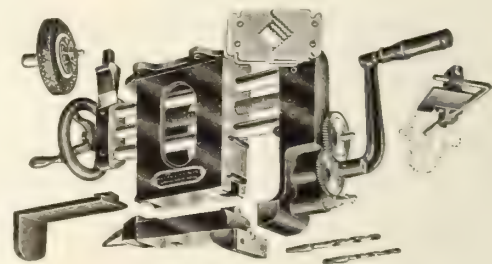
Canadian-Warren Axe & Tool Co., Ltd., St. Catharines, Ont., have added a new line to their products in "The Safety" line of self-steering sleds. As the name indicates, these sleds are built on safety first principles, so as to prevent accidents and make sledding a pleasure for the young. A remarkable steering radius is obtain-



able by simply bending the silver spring steel runner, which is said to be the only non-skid runner on the market.

The sled is light, strong and flexible; the runners are guaranteed not to break from too sharp a bend; only the best suitable materials are used; and they are neatly striped and decorated. Six sizes are made, from 33 inches in length up to 57 inches.

The Chicago Flexible Shaft Co., Chicago, are putting out "The Stewart Handy Worker," a combined machine for home workshops, farm workshops or garage. It is a tool which combines several practical working devices in compact form. It can be bolted



to the table or work bench. It is a strong vise, with jaw opening to 4½ inches; it is a pipe vise; an anvil; a drill press; and a corundum grinding wheel, all in one. It has three speeds. All told it weighs only 90 pounds. A boy can work it, or the housewife in her home. A guarantee goes with every "handy worker."



**We are prepared** to give you reliable and quick service and besides the superior quality of



# BOECKH'S PAINT and VARNISH BRUSHES

**ENSURE OF THEIR READY SALE**

## Our Guarantee

This BRUSH is made of the best 100% pure bristles, set in BEXOLAC which makes it absolutely secure. If found defective in any way after proper use, it will be replaced without charge.

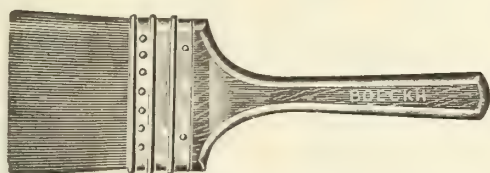


100% Pure Bristles

*The Boeckh Bros. Company Ltd.*

DO NOT SOAK THIS BRUSH IN WATER

**Practical Painters Prefer Boeckh's**



**Our Guarantee** protects you and your Customer.

BEXOLAC, the brush setting used exclusively by us, prevents the shedding of bristles.

**The Boeckh Bros. Company, Ltd.**

TORONTO

CANADA

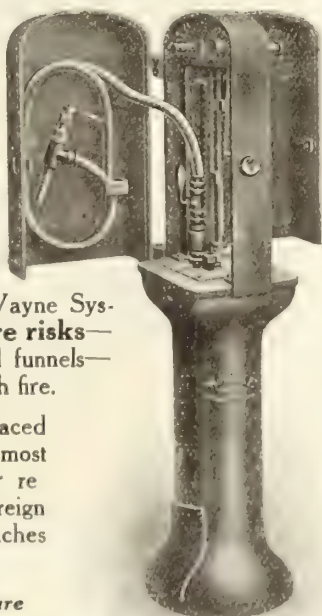
# Wayne

**The System You Should Have**

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.

When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.



Write Us for Literature and Prices

**Wayne Oil Tank & Pump Co., Limited**

Woodstock Ontario

# DOUBLE YOUR PAINT SALES

Your store stands or falls by the reputation of the goods you sell. There's a bigger profit in "repeat sales" from a truly high class article than there is from any other kind. When you sell PAINT—Sell Moore's.

**MOORE'S  
PURE LINSEED OIL  
PAINTS**

*The kind that keeps on selling*

*We ask dealers who are interested in getting and giving the best in the trade, to inquire from us.*

**Benj. Moore & Co., Limited**

THE SQUARE  
DEAL PEOPLE

Mfrs. of Paints and Varnishes  
West Toronto



## PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS	
Aluminum, ingots .....	0 55
Antimony, per lb. ....	0 35
Brass rods, ½ to 1 inch. .	0 42
Sheets, up to 20 gauge. .	0 45
Tubing, 1 inch base. ....	0 45
Copper, ingots, casting. .	0 19 ½
Sheets, plain, 14 oz. ....	0 29 ½
base .....	0 34 ¾
Sheets, tinned, 14 oz. .	0 37 ½
base .....	0 29 ½
Sheets, braziers .....	0 31
Bars, round ½ to 1 in. .	0 31
Black Sheets, 28 gauge base,	
Toronto .....	2 75
Montreal .....	3 00
Canada Plates—	
Ordinary, 52 sheets, To-	
ronto .....	3 50
All bright, 52 sheets. .	4 60
Galvanized Apollo Ordinary	
18x24x52 .....	6 00
60 .....	6 25
20x28x80 .....	6 50
20x28x80 .....	13 00
Galvanized Sheets (Corrugated)	
10 p.c. off. ....	
22 gauge, per square. .	9 00
24 gauge, per square. .	7 50
26 gauge, per square. .	5 25
28 gauge, per square. .	5 00
Galvanized Sheets, Fleur Queen's	
de Lis Head .....	
16-20 gauge .....	5 15
22-24 gauge .....	5 30
26 gauge .....	5 45
28 gauge .....	5 75
Apollo brand .....	5 95
24 gauge .....	4 25
26 gauge .....	4 40
28 gauge .....	4 60
10 ¾ oz., equal to 28	
Eng. ....	4 80
25c. more for less than case lots.	
Bar Iron, per 100 lb. .	2 25
Forged iron .....	2 25
Refined horseshoe iron. .	2 55
Sleigh shoe and mild	
steel .....	2 35
Iron finished steel .....	2 60
Tire steel .....	2 45
High speed steel .....	1 50
Lead, Canadian pig .....	6 50
Sheets, base, 3 ½ lbs. sq.	
ft. ....	8 75
Pipe .....	9 50
Waste pipe .....	10 50
Traps and bends .....	25 p.c.
Solder, half and half, lb. 0	27 ½
Spelter, foreign, per 100	
lb. ....	17 50
Sheet zinc, 5 cwt. casks. .	19 00
Tin ingots, 100 lbs. ....	37 50
Tin Plates, charcoal—	
M L S. Famous (equal Bradley)	
Per box .....	
I C, 14x20 base .....	8 00
I X, 14x20 base .....	9 00
I X X, 14x20 base .....	10 25
"Dominion Crown Best"—Re-	
tinned. ....	
I C, 14x20 base .....	7 00
I X, 14x20 base .....	8 25
I X X, 14x20 base .....	9 50
"Allaway's Best"—Standard	
Quality. ....	
I C, 14x20 base .....	5 00
I X, 14x20 base .....	6 00
I X X, 14x20 base .....	7 00
Bright Coke, Bessemer Steel.	
I C, 14x20 base .....	4 75
Terne Plates. ....	
I C, 20x28, 112 sheets 9	25
Tinned Iron. ....	
72x30 up to 24 gauge,	
case lots .....	10 25
72x30 up to 26 gauge,	
case lots .....	10 75

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire,	
lb. ....	14 ½
Light copper bottoms. .	0 13
Heavy red brass .....	0 10 ½
Heavy yellow brass .....	0 10 ½
Light brass .....	0 07 ½
Heavy lead .....	0 04 ½
Tea lead .....	0 04 ½
Scrap zinc .....	0 17
No. 1 wrought iron. ....	6 00
Machinery cast scrap	
No. 1 .....	10 00
Stove plate .....	8 50
Malleable .....	9 00
Miscellaneous steel ....	6 00
Iron Pipe, per 100 feet—	
Black base, 1 inch ....	4 59
Galvanized base, 1 inch	8 08
Iron Pipe Fittings—	
Canadian malleable, 30; cast	
iron, 65; standard bushings, 65;	
headers, 60; flanged unions, 60;	
malleable bushings, 60; nipples,	
77 ½; malleable lipped unions,	
65; plugs, 60. ....	
Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45 off. ....	
PAINTS AND GLASS	
Barn Paint, barrel lots—	
Gallon tins .....	80 95
Chemicals, in casks, per lb.—	
Arsenate of lead .....	0 09
Sulphate of copper (blue	
stone) .....	0 07
Litharge, ground .....	0 07
Litharge, flaked .....	0 07 ½
Green copperas (green	
vitriol) .....	0 01
Sugar of Lead .....	0 09
Colors in Oil—	
Venetian red, 1 lb. tins,	
pure .....	0 14
Chrome, yellow, pure ..	0 22
Golden ochre, pure .....	0 15
French ochre, pure .....	0 14
Chrome green, pure .....	0 11
French permanent green,	
pure .....	0 16
Marine black, 25 lb.	
irons .....	0 08
Signwriters' black, pure	0 21
Glue, in sheets ...	0 10
1 lb. pkgs (Brantford). .	0 25
Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white .....	0 17
U.S. Pratt's astral .....	0 17 ½
Castor oil, per lb., in	
bbls. ....	0 13 ½
Motor Gasoline, single	
bbls. ....	0 14 ½
Benzine, per gal., single	
bbls. ....	0 21 ½
Putty—	
Bulk, 100 lb. drums. .	2 70
Bladders in barrels ...	3 10
Ready Mixed Paints—	
Per gal., qt. tins 1 85	2 45
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt. ....	9 25
Genuine, 100 lb. kegs,	
per cwt. ....	9 65
Shingle Stains—	
In 5-gallon buckets ...	1 15
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels .....	0 80
Linseed Oil, single bar-	
rel, raw .....	0 77
Linseed Oil, single bar-	
rel, boiled .....	0 80
Rosin, "G" grade, bbl.	
per 280 lbs. ....	7 00

Varnishes, per gal. cans—	
Carriage, No. 1 .....	1 50
Pale durable body .....	3 50
Finest elastic gearing. .	3 00
Elastic oak .....	1 50
Furniture, polishing. .	2 00
Furniture, extra .....	1 20
Furniture, No. 1 .....	1 15
Light oil finish .....	1 35
Gold size japan .....	2 00
Turps brown japan .....	1 35
Baking black japan .....	1 35
Crystal Damar .....	2 50
Pure asphaltum .....	1 40
Oilcloth .....	1 50
Lighting dryer .....	1 05
Pure white shellac var-	
nish, in barrels .....	1 90
Pure orange shellac var-	
nish, in barrels .....	1 75
White Lead .....	
Canadian pure, .....	
ton lots .....	9 60
Canadian pure, .....	
less than tons .....	9 90
Zinc—	
Extra Red Seal, V.M.	
(dry) 100 lb. kegs. .	0 25
Pure, in 25-lb. irons (in	
oil) .....	0 24
Window Glass—	
United Inches Star D.D.	
Under 26 .....	6 50 8 60
26 to 40 .....	7 00 10 00
41 to 50 .....	7 40 11 70
51 to 60 .....	8 00 12 00
61 to 70 .....	8 75 12 75
71 to 80 .....	9 50 13 50
81 to 85 .....	10 50 17 85
86 to 90 .....	18 85
91 to 95 .....	19 20
95 to 100 .....	22 75
Toronto, 20 p.c.	
Miscellaneous—	
Beeswax, per lb. ....	0 38
Orange mineral, 100 lb.	
kegs .....	0 10
Pine tar, ½ pt. tins, doz.	0 65
Plaster of Paris, bbl. .	2 45
Paris white, bbls. ....	1 25
Whiting, gliders, bolted	
Whiting, plain .....	1 00
HEAVY HARDWARE	
Anvils, Taylor-Forbes ...	0 05 ¾
Chain—Proof coil, per 100 lb.: ¾	
in., \$9.00; 5-16 in., \$5.90; ¾	
in., \$4.95; 7-16 in., \$4.65; ¾	
in., \$4.40; 9-16 in., \$4.05; ¾	
in., \$4.30; ¾ in., \$4.15; ¾ in.,	
\$3.65; 1 in., \$3.45.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable,	
135 lbs. ....	9 85
Horse Nails—	
\$2.65 per box base No. 9 and	
larger; Sampson No. 10 base,	
\$2.25.	
Horseshoes — Iron, light and	
medium No. 1 and smaller,	
\$4.05; No. 2 and larger, \$3.80;	
snow pattern, No. 1 and smaller,	
\$4.40; No. 2 and larger, \$4.15;	
"X.L." new light steel, No. 1	
and smaller, \$4.60; No. 2 and	
larger, \$4.35; "X.L." feather-	
weight steel, No. 0 to 4, \$5.75;	
special countersunk steel, No. 0	
to 4, \$5.75 pkg.; toe-weight, all	
sizes, \$6.75.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	
Wire Nails, base .....	2 55
Cut nails—Montreal, \$2.50; To-	
ronto, \$2.70.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.95.	
Hay Baling Wire—No. 12 and 13,	
\$4; No. 13 ½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in lengths	
6 ft. to 11 ft., 30 per cent.,	
other lengths 20c. per 100 lbs.	
extra.	
Clothes Line Wire—No. 19, \$3.35,	
six strand.	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.40; No.	
12, \$2.55, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—45 p.c. off	
Standard Wire Base \$2.60	
Wire Fencing, car lots—Toronto	
Galvanized, barb .....	3 45
Galvanized, plain twist. 3	40
Fence Staples—Bright, \$3.00; gal-	
vanized, \$3.85.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$7.25;	
1 inch, \$21.00.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$6; inch, \$18.50. Per	
100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized .....	3 00
Plain .....	2 65
Vises, per lb. ....	0 12
Hinged pipe vise, 25 lbs. 3	55
Saw vise .....	4 50 5 00
Blacksmiths', 60; parallel, 45	
per cent.	
GENERAL HARDWARE	
Adzes—Carpenters'	
per doz. ....	12 50 14 00
Axes—Single bit,	
per doz. ....	6 75 9 50
Double bit, per	
doz. ....	10 50 12 00
Bench axes .....	9 60 13 20
Broad axes .....	22 75 25 00
Hunters' axes .....	5 00 6 00
Boys' axes .....	5 75 6 50
Lathing	
hatchets ...	4 70 10 00
Shingle hatchets 1 45	6 75
Claw hatchets. 1 70	6 00
Barrel hatchets 5 50	6 85
Ammunition — "Dominion" Rim	
Fire Cartridges and C.B. caps,	
40 and 2 ½ per cent.; B.B.	
caps, 50, 10 and 2 ½ per cent.	
Centre Fire Pistol Cartridges, 5	
and 2 ½ per cent.; Centre Fire	
Sporting and Military Car-	
tridges, add 10 per cent.; Prim-	
ers, 2 ½ per cent.; Brass Shot	
Shells, 45 per cent.; Shot Car-	
tridges, discount same as ball	
cartridges.	
Crown Black Powder, 15 & 5;	
"Sovereign" Bulk Smokeless	
Powder, "Royal" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder, 20 and 5; Empty Shells	
all 50 per cent.	
Ordinary drop shot, AAA to	
dust \$11.50 per 100 lbs.; net	
extras as follows: chilled \$1.25-	
buck and seal 80c.; No. 28 ball	
\$1.20 per 100 lbs.; bags less	
than 25 lbs. ¼c. per lb. f.o.b.	
Montreal, Halifax and St. John.	
Toronto, Hamilton and London.	
Remington U.M.C., 22 short,	
Lesmok, Remington U.M.C., 22	
long, Lesmok, Remington U.M.	
C., 22 long, Smokeless, 35, 5	
p.c. from list. Remington U.M.	
C., 22 short, smokeless Eng., 40,	
10, 50% from list. Remington	
U.M.C., 22 long rifle, Lesmok,	
Remington U.M.C., 22 long rifle,	
Smokeless, 25, 5 p.c. from list.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 40; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47 ½; Clark's expansive,	
40. Jennings' Gen. auger, net	
list.	
Barn Door Hangers—	
Double strap hangers, doz.	
sets .....	6 50
Standard jointed hangers,	
doz. sets .....	6 45
Steel track, 1 x 8-16 in.	
(100 ft.) .....	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list; ¾ and smaller, 65 and 5	
per cent.	
Carriage Bolts, 7-16 and up,	
75 per cent.	
Carriage Bolts, Norway Iron (\$3	
list) 60 per cent.	
Machine bolts, ¾ and less, 65	
and 10 per cent.	
Machine bolts, 7-16 and up,	
75% per cent.	
Plough Bolts, 55 and 5 per	
cent.	
Bolt Ends, 57 ½ per cent.	
Blank Bolts, 57 ½ per cent.	



## New Automobile Supplies Offered the Canadian Trade

The Bromo Manufacturing Co., Winnipeg, Man., have brought out a new polish for auto bodies which, they claim, fills a longfelt want. "Autoleum" is the name of this new product.

The sale of this preparation has reached large figures in Western Canada, and the firm is now looking for representatives to handle it in the East; in fact, the firm is open to dispose of the selling rights in Eastern Canada.

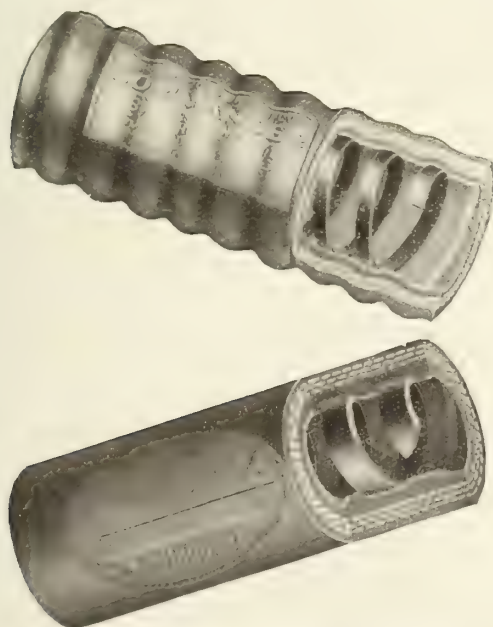
### BUSINESS FOR GARAGE OWNERS

The Canadian H. W. Johns-Manville Co. is manufacturing a tire renewer that is made largely of Para rubber, and which prolongs the life of the tire and restores a smart, clean appearance. The product is easily applied with a brush, and besides waterproofing the fabric in the tire, penetrates the cracks, cuts and open holes.

### IMPROVED GOODRICH GASOLINE HOSE

The great trouble encountered in piping gasoline has been that the fluid dissolves rubber, causing disintegration, and thereby allowing small particles of rubber to get into carburetors and cause engine trouble.

With the end in view of rectifying this trouble, The B. F. Goodrich Company has put on the market a gaso-



Improved Goodrich gasoline hose, with fabric lining, which prevents small particles of rubber from being carried in with the gasoline, manufactured by the B. F. Goodrich Co., Akron, Ohio.

line hose. The inside rubber tube is protected from the gasoline by a very fine fabric, especially treated, which is held in place by a steel wire. The result is that no matter how much disintegration takes place, no particles of rubber, however small, can possibly, in any way, get into the gasoline. The wire is a flat steel spiral, which covers approximately two-fifths of the

surface of the fabric, and prevents kinking of the hose.

The hose comes in two styles—the Commander and the Goodrich. The latter has a smooth surface and its inner construction differs from that of the former in that the protecting wire is wider than that of the Commander brand, which has a corrugated surface.

### WINKLEY GREASE CUPS

The accompanying illustrations show two grease cups manufactured by the Canadian Winkley Co., Windsor. The leather washer has two special advantages: First, it makes a neat cup as the grease cannot work through the threads; second, it gives a tension which prevents

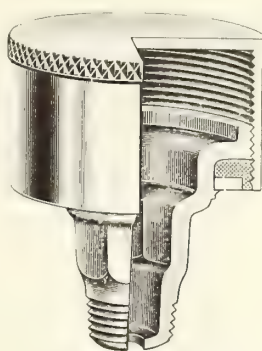


Fig. 1.—Leather washer grease cup.

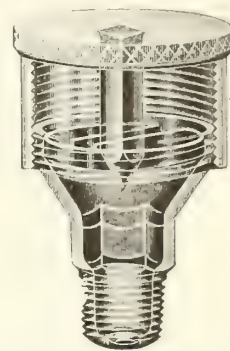


Fig. 2.—Ratchet grease cup.

the cap from jarring off. Fig. 2 shows a ratchet grease cup. The locking device is on the inside. The tongue, which is part of the cap, engages in the spring in the bases as soon as the cap has been screwed on one-half turn, which makes it easy to screw the cap on to the base.

These cups are supplied in brass, steel and combination, the sizes being from 1-3 oz. to 7 oz. capacity.

More push than ambition is needed to carry the load.

Enthusiasm is the great necessity in developing business. The manager should devote a large amount of attention to plans for developing enthusiasm in himself and among his clerks.

If you're getting all the salary the business will allow, suppose you turn your attention to increasing the business. Never lose sight of the fact that much of the business result is up to you.

Attention to the wants of the customer is one of the prime requisites for the success of a store. A cheery word of greeting will often do more to influence buying than will low prices. The customer likes to feel that his or her patronage is appreciated.

Live close to your customers. Make their interests your interests. Keep on a social plane with them. By cultivating your customer you are strengthening the foundations of your entire business structure.

"It's curious," said the landlord, "how our ideas change. When I was a boy I wanted to be a pirate, and now I run a summer hotel."

"That isn't change," said Little Binks. "That's evolution—mere natural development along consistent lines from germ to full fruition."



<p>Sligh Shoe Bolts, % and less, 60 per cent.</p> <p>Sligh Shoe Bolts, 7-16 and larger, 80 and 5 per cent.</p> <p>Cowbells, new list, 70 and 1 per cent.</p> <p>Nuts, square, all sizes, 4c. per lb. off.</p> <p>Nuts, hexagon, all sizes, 4 1/2 per lb. off.</p> <p>Stove rods, per lb., 5 1/2 c. to 6c.</p> <p>Stove bolts, 80 and 7 1/2 per cent.</p> <p>Bells—Door bells, push and turn, 45 and 10 per cent.</p> <p>Cow bells, 65 per cent.</p> <p>Sligh bells, shaft and hames, pair, 22c. up.</p> <p>Sligh bells, body straps, each, \$1.15 up.</p> <p>Farm bells, No. 1, \$1.65.</p> <p>Building Paper, Etc.—</p> <p>O.K. paper, per roll, 0 95</p> <p>Plain Fibre, No. 1, per 400 ft. roll, 0 50</p> <p>Tarred Fibre, No. 1 per 400 ft. roll, 0 62</p> <p>Tarred Fibre, No. 1, 25 lb., per roll, 0 62</p> <p>Dry fibre, No. 1, 0 50</p> <p>Plain Surprise, per roll, 0 42</p> <p>Resin sized Fibre, per roll 0 43</p> <p>Asbestos building paper, per 100 lbs., 3 50</p> <p>Heavy straw, plain and tarred, per ton, 36 00</p> <p>Carpet Felt, per 100 lbs., 2 60</p> <p>Tarred wool roofing felt, per 100 lbs., 2 10</p> <p>Heavy Fibre, 32 and 60, 100 lbs., 2 00</p> <p>2 ply Ready Roofing, per square, 0 75</p> <p>3 ply Ready Roofing, per square, 0 95</p> <p>2 ply complete, per roll, 1 15</p> <p>3 ply complete, per roll, 1 35</p> <p>Liquid Roofing Cement, bbls., per gal., 0 17</p> <p>Liquid Roofing Cement, tins, 0 19</p> <p>Crude Coal Tar, per barrel 4 50</p> <p>Refined Coal Tar, tins, per doz., 1 25</p> <p>Refined Coal Tar, per barrel, 5 50</p> <p>Shingle Varnish, per bbl., 5 00</p> <p>Caps, per lb., 0 05</p> <p>Nails, per lb., 0 05</p> <p>Mop, cotton, per lb., 0 17</p> <p>Butts—Plated, bower barff and nickel, 45 per cent.</p> <p>Wrought brass, 45 per cent. off revised list.</p> <p>Cast iron loose pin, 60 per cent.</p> <p>Wrought steel, fast joint and loose pin, 70 and 5 per cent.</p> <p>Cement—Portland, bags per bbl., 1 55 1 85</p> <p>Cold Chisels, 5 x 6 in., doz. 2 20</p> <p>Bevel edge, 1 inch, doz., 2 50</p> <p>Conductor Pipe—</p> <p>2 inch, in 10 ft. lengths, 4 00</p> <p>3 " " " " 4 85</p> <p>4 " " " " 6 40</p> <p>5 " " " " 8 75</p> <p>6 " " " " 10 65</p> <p>Door Knobs—Canadian, 45 per cent.</p> <p>Porcelain, mineral and jet knobs, net list, plus 5c.</p> <p>Door Sets—Canadian, 50 per cent.</p> <p>Door pulls, 60 per cent.</p> <p>Door Hangers (Parlor)—</p> <p>Single sets, each, 1 80</p> <p>Double sets, each, 3 25</p> <p>Unbreakable rail, 100 feet 5 00</p> <p>Draw Knives—</p> <p>Carpenters' 6 inch, doz., 5 25</p> <p>Holding handles, 8 in., doz. 1 80</p> <p>Folding handles, 8 in., doz. 1 80</p> <p>Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.</p> <p>Eavetrough—</p> <p>8 in. in 100 ft. lengths, 3 02</p> <p>10 " " " " 3 30</p> <p>12 " " " " 3 88</p> <p>15 " " " " 5 53</p> <p>Factory Milk Cans—</p> <p>Milk cans and pails, 33 1-3 p.c.</p> <p>Hand delivery and creamery cans, 33 1-3 p.c.</p> <p>Railroad and cream cans and taps, 40 and 10 p.c.</p> <p>Creamery trimmings, 33 1-3 p.c.</p> <p>Files and Rasps—</p> <p>Disston's, Great Western, American, Kearney &amp; Frost, Globe, all 75; Black Diamond and Nicholson, 60 and 10; Jewett's (English list) 27 1/2, Delta 62 1/2.</p>	<p>Hammers—Tack, iron, doz. 0 35</p> <p>Ladies' claw, handled, doz. 0 60</p> <p>Adze eye nail hammer, 10 oz., doz., 1 25</p> <p>Adze eye, hickory handle 1 lb., doz., 6 25</p> <p>Adze eye, straight claw, 1 lb., doz., 7 00</p> <p>Farriers' hammers, 10 oz., doz., 5 50</p> <p>Tinners' setting, 1/2 lb., doz., 4 50</p> <p>Machinists', 1/2 lb., doz., 8 20</p> <p>Sledge, Canadian, 5 lbs. and over, 0 06 1/2</p> <p>Sledge, Masons, 5 lbs. and over, 0 06 1/2</p> <p>Sledge, Napping, up to 2 lbs., 0 10</p> <p>Harvest Tools—</p> <p>Samson, best quality, 40, 7 1/2 per cent.</p> <p>Sidewalk and stable scrapers, net, \$2.25.</p> <p>Wood hay rakes, 40 and 10 per cent.</p> <p>Lawn rakes, net.</p> <p>Hinges—Blind, 50 per cent.</p> <p>Heavy T and strap discount, 40 per cent.</p> <p>Light T and strap, 65 and 5 p.c.</p> <p>Screw hook and hinge, \$4.50, \$5.25.</p> <p>Crate hinges and back flaps, 65 and 5 p.c.</p> <p>Chest hinges and hinge hasps, 65 p.c.</p> <p>Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.</p> <p>Hooks—Bright wire screw eyes, 60 p.c.</p> <p>Bright steel gate hooks and staples, 40 p.c.</p> <p>Iron screw hooks, 60 and 20 p.c.</p> <p>Iron gate hooks and eyes, 60 and 20 p.c.</p> <p>Crescent hat and coat wire, 60 per cent.</p> <p>Stove pipe eyes, kitchen and square hooks, 60 p.c.</p> <p>Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.</p> <p>Extension ladders, 23c. per foot up.</p> <p>Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.25.</p> <p>Lift Tubular and Single Plain, per doz., \$5.35.</p> <p>Japanning, 50c. per dozen extra.</p> <p>Prism Globes, per dozen, \$1.20.</p> <p>Lamp wick, 50 per cent.</p> <p>Lawn Hose—Competition grade, 70 and 10.</p> <p>Locks and Keys—Canadian 50 and 10 per cent.</p> <p>Mallets—Tin Smiths', 2 1/2 x 5 1/2 in., per doz., 1 65</p> <p>Carpenters', round hickory, 6 in., doz., 1 95</p> <p>Lignum Vitae, round, 5 inch, doz., 2 65</p> <p>Caulking, No. 8, oak, 17 80</p> <p>Mattocks—6 lb., 18 inch, \$6 doz.</p> <p>Picks, 6 to 7 lb., \$4.65 doz.</p> <p>Pick handles, \$1.85 dozen.</p> <p>Prospectors' hammers, 16 1/2 c. per lb.</p> <p>Drilling hammers, 6 cents per lb.</p> <p>Crowbars, 3 3/4 cents per lb.</p> <p>Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.</p> <p>Davidson oilers, 45 p.c.</p> <p>Zinc tin, 45 p.c.</p> <p>Coppered oilers, 45 p.c.</p> <p>Brass oilers, 45 p.c.</p> <p>Malleable, 25 p.c.</p> <p>Planes—Wood bench, Canadian, 15 per cent.</p> <p>Wood, fancy, 15 per cent.</p> <p>Rope and Twine—</p> <p>Sisal rope, 0 11 1/2</p> <p>Pure Manila rope, 0 16</p> <p>"British" Manila, 0 13 1/2</p> <p>Cotton, 3-16 inch and larger, 0 21</p> <p>Russia Deep Sea, 0 28</p> <p>But, 0 11 1/2</p> <p>Lath Yarn, single, 0 08 1/2</p> <p>Lath Yarn, double, 0 09 1/2</p> <p>Sisal bed cord, 48 feet, per doz., 0 72</p> <p>Sisal bed cord, 60 feet, per doz., 0 90</p> <p>Sisal bed cord, 72 feet, per doz., 1 08</p> <p>Cotton clothes line, 18 off.</p> <p>Bag, Russian twine, per lb., 0 27</p>	<p>Wrapping, cotton, 3-ply twine, 0 19</p> <p>Wrapping, cotton, 4-ply twine, 0 21 1/2</p> <p>Mattress twine, per lb., 0 45</p> <p>Staging twine, per lb., 0 35</p> <p>Rivets and Burrs—Iron Rivets, black and tinned 70</p> <p>Iron Burrs, 70 per cent</p> <p>Copper Rivets, usual proportion of burrs, 20 p.c.</p> <p>Copper burra only, net.</p> <p>Rivet Sets—Canadian, 35 to 37 1/2 per cent.</p> <p>Sad Irons—Mrs. Potts, No. 55, polished, per set, 0 85</p> <p>Mrs. Potts, No. 50, plated, per set, 0 90</p> <p>Mrs. Potts, handles, japanned, per gross, 8 40</p> <p>Common, plain, 5 00</p> <p>Common, plated, 5 50</p> <p>Asbestos, per set, 1 50</p> <p>Sand and Emery Paper, 40 p.c.</p> <p>Sash Weights—</p> <p>Sectional, 1/2 lb. each, per 100 lbs., 2 00</p> <p>Solid, 3 to 30 lbs., 1 60</p> <p>Sash Cord—No. 5, per lb., 0 50</p> <p>Screws—Wood, F. H., bright and steel, 85 10 7 1/2 10</p> <p>Wood, R. H., bright, 80 10 7 1/2 10</p> <p>Wood, F. H., brass, 75</p> <p>Wood, R. H., brass, 70</p> <p>Wood, F. H., bronze, 70</p> <p>Wood, R. H., bronze, 65</p> <p>Drive screws, 65 10 10</p> <p>Set, case hardened, 60 and 10</p> <p>Square cap, 60 and 10</p> <p>Hexagon cap, 60 and 10</p> <p>Bench, wood, per doz., \$5.00</p> <p>Bench, iron, per doz., \$4.25</p> <p>Screws (Machine)—</p> <p>Flat head, iron and brass, 30 per cent.</p> <p>Fillister head, iron, 30; brass, 25 per cent.</p> <p>Shovels and Spades—</p> <p>Canadian No. 1, 60; No. 2 grade, 55 and 2 1/2 p.c.</p> <p>No. 3 and 4 grade, 45 per cent.</p> <p>Soldering Irons—</p> <p>Base, per lb., 33 cents.</p> <p>Sap Spouts—</p> <p>Bronzed Iron with hooks, per 1,000, 6 00</p> <p>Eureka tinned steel hooks, per 1,000, 8 00</p> <p>Staples—</p> <p>Poultry netting, 100 lbs., 4 85</p> <p>Bed, 100 lbs., No. 14, 6 75</p> <p>Blind, per lb., 0 12</p> <p>Coopers' staples, 45 per cent.</p> <p>Bright spear point, 75 per cent.</p> <p>Stovepipes—</p> <p>5 &amp; 6 in., per 100 lengths, 8 50</p> <p>7 inch, per 100 lengths, 9 00</p> <p>Nestable, 40 per cent.</p> <p>5 and 6-inch elbows, per doz., 1</p>
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# Buy “Made in Canada” Goods

For years The Canadian Hardware Journal has advocated the use of “Made in Canada” hardware, and the advocacy by retailers of the Canadian Made Lines.

We believe that there is no other way to build up a strong, healthy national life in Canada as effective as the creation of a diversified manufacturing industry, as well as successful agricultural, lumbering and fishing industries.

Last month we went a step further than ever before and announced that hereafter

The Canadian Hardware Journal will accept no new advertising contracts from any foreign manufacturer unless they start a branch plant in Canada. *(Of course we cannot ask foreign advertisers who have contracts running to withdraw—their contracts will, however, not be renewed.)*

When we decided on this policy we expected it would entail a sacrifice, and our expectations have been realized. So far we have:

1. *Refused to quote rates to a Boston advertiser.*
2. *Held up a quarter page order until the U.S. firm involved starts its Canadian branch.*
3. *Lost a full page from a Canadian wholesale firm.*
4. *Lost half page from a Chicago advertiser.*

These losses simplify our problem, however. We want The Canadian Hardware Journal to be the great advocate of “Canadian-Made” goods, and the sooner that anything to prevent that is removed the better.

The Canadian Hardware Journal



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## For Sale Wanted

### TERMS FOR INSERTION

25 Cents per line, one insertion  
Four lines once for \$1.00, three  
times for \$2.00.  
Cash must accompany the order  
No accounts booked.

MINIMUM 50 CENTS

**WANTED** to hear from the owner of a good hardware store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 9/5/3

**MULTIGRAPHING**—We are now in position to supply any of our clients with excellent multigraph work at lowest cost. The Commercial Press, Limited, 32 Colborne St., Toronto. tf.

**PRINTING**—Circulars, letterheads and other job printing; prices moderate; work first class. The Commercial Press, Limited, Toronto. tf.

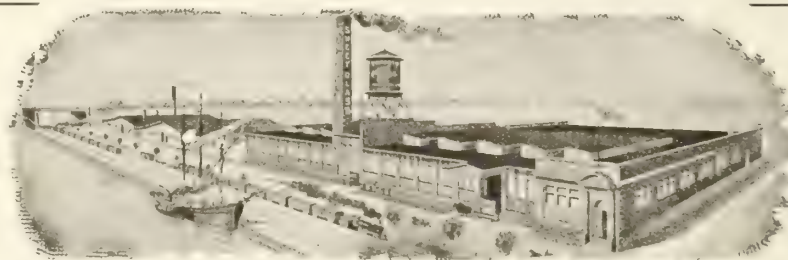
## "STORE MANAGEMENT COMPLETE"

272 Pages **ONLY ONE DOLLAR** 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—BY FRANK FARRINGTON.

**COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto**

**RED  
S  
BRAND  
WINDOW  
GLASS**



**GLASS  
BENDERS  
TO  
THE  
TRADE**

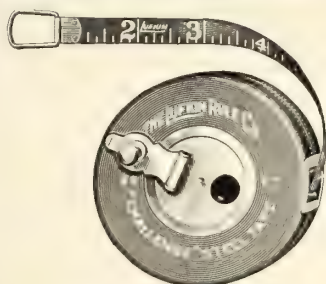
**THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED**

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO





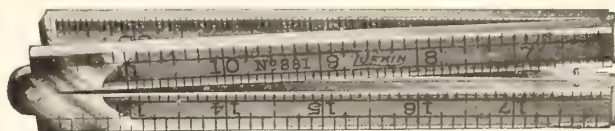
# LUFKIN MEASURING TAPES and RULES

**WILL SELL WELL**

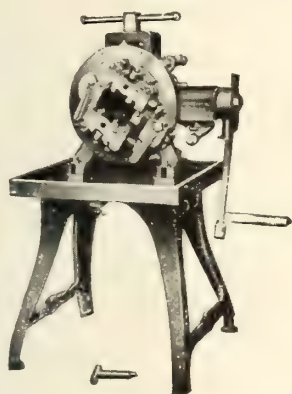
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—**THEY WILL MOVE.** *Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules.* More of them are in use than any other make.

Get Our Catalogue

**THE LUFKIN RULE CO. OF CANADA, LTD.**  
WINDSOR, ONT.



No. 00. Hand or Power

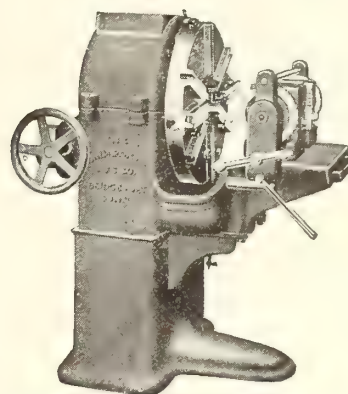


**ARMSTRONG  
PIPE THREADING  
AND CUTTING OFF MACHINES**  
ARE PROFITABLE FOR FITTERS TO USE  
**PORTABLE STRONG LABOR SAVERS**  
MADE OF THE BEST MATERIAL

MANUFACTURED BY  
**THE ARMSTRONG M'F'G. CO.**

333 KNOWLTON ST.  
BRIDGEPORT - CONN.  
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



Builders' Supply and Hardware  
Dealers can obtain their supply of

## Creosote Shingle Stain

and

## Black Liquid Mortar Color

from

## MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the  
Dominion. To dealers only.



## BATH ROOM FITTINGS

That you will be proud of

Write for our  
latest prices

These are  
MADE IN CANADA  
by

**Kinzinger, Bruce & Co.**  
NIAGARA FALLS, ONT. Ltd.



Step Ladders, Ladder  
Chairs, Lace Curtain  
Stretchers, Ironing  
Boards, Tub Stands,  
Folding Beds, Chairs,  
Tables for Camps, Per-  
forated Chair Sets.

You will save money by  
learning our prices before  
placing your Order.

**Otterville Mfg. Co., Limited**  
Otterville, Ont.



# Get Ready for the Christmas Rush

Thousands of live retailers find real money each year in meeting the big Christmas rush for EVEREADY Flashlights. These handy electric lights appeal to everybody because they're handsome, useful and different from the ordinary run of presents; and because the many styles answer every requirement at prices within the reach of all.

## EVEREADY FLASHLIGHTS

were so much in demand last Christmas that many dealers who had to re-order at the last minute had difficulty in getting their goods in time.

This Christmas, the demand is bound to be even bigger. EVEREADY sales have been larger throughout the year, and business in general is better. Dealers are cashing in on the great national advertising campaign which has been running all the year. The widely advertised "Electrical Prosperity Week," November 29th to December 4th, will shortly be directing particular attention to all electrical goods such as EVEREADY Flashlights. All these things point to a record-smashing Christmas business.

Be sure *right now* that your stock is in shape. Be sure not only that you have plenty of EVEREADY Vest Pocket Lights, Tubular Pocket Lights, House lamps and Hand Searchlights, but that you have the EVEREADY specialties which so many people want for Christmas gifts—guest candles, pistol lights, flashlight clocks, fountain pen lights, etc.

Send in your order now. If you've never handled EVEREADY'S, mail us the coupon and we'll tell you about our introductory order proposition and window trim for "Electrical Prosperity Week."

**"Canadian Made for Canadian Trade"**  
**CANADIAN EVER READY WORKS**

Toronto of Canadian National Carbon Co., Limited Ontario



No 21  
Send me  
complete information  
about EVEREADY  
introductory order proposition.

Name  
Address



# CANADIAN HARDWARE JOURNAL

Circulates  
in every  
Canadian  
Province

Covers the  
Stove and Heating  
Metal Working  
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Vol. 7

TORONTO, DECEMBER, 1915

No. 12



## Will You Share in These Increased Christmas Profits?

Each year the Christmas rush for **EVEREADY** Flashlights has brought big money to the wide-awake dealers who handle the line—but this year all records will be left far behind. The splendid showing made in previous holiday seasons was accomplished entirely without the support of national advertising, but this Christmas, big, pulling ads are appearing in the Saturday Evening Post and 42 other important publications, telling people of

# EVEREADY FLASHLIGHTS

The great advertising campaign which has been running all the year and gaining in power right along will now have its biggest effect and thousands of new buyers will be brought into retail stores for these ideal Christmas gifts so handsome, useful and different from the ordinary run of presents.

You can cash in on this booming market if you let people know you carry **EVEREADY**'s. Make our advertising work for you. A good display will prove what a wonderful business-puller an **EVEREADY** Window is. From 20,000 retailers who made displays in October has come a stream of reports about increased business—many telling of stock entirely sold out and some of stocks disposed of two or three times over.

Get an **EVEREADY** Display in your window NOW. If you aren't handling **EVEREADY**'s, mail us the coupon for full information about our introductory proposition and new window trim.

### EVEREADY Flashlights

"First in the Hands of the Seeking"

### CANADIAN EVER READY WORKS

Toronto of Canadian National Carbon Co., Limited Ontario

"Canadian Made for Canadian Trade"



No. 21

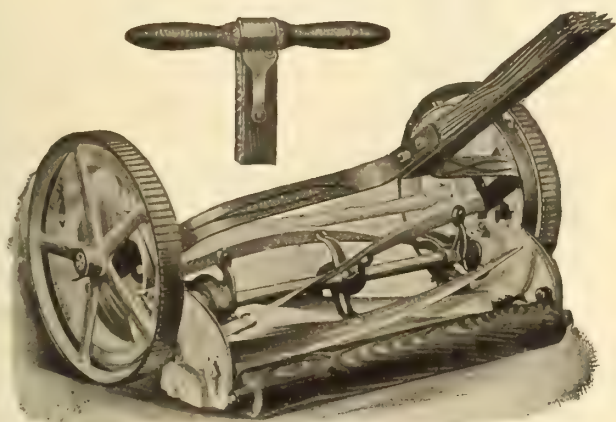
Send me complete information about **EVEREADY** introductory order proposition.

Name  
Address



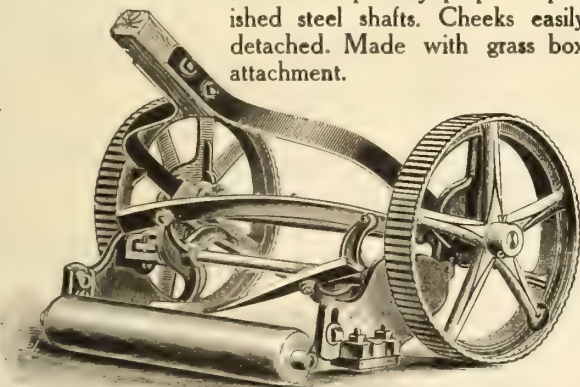
# Why Import Lawn Mowers?

## Taylor-Forbes



### "Empress" Lawn Mower

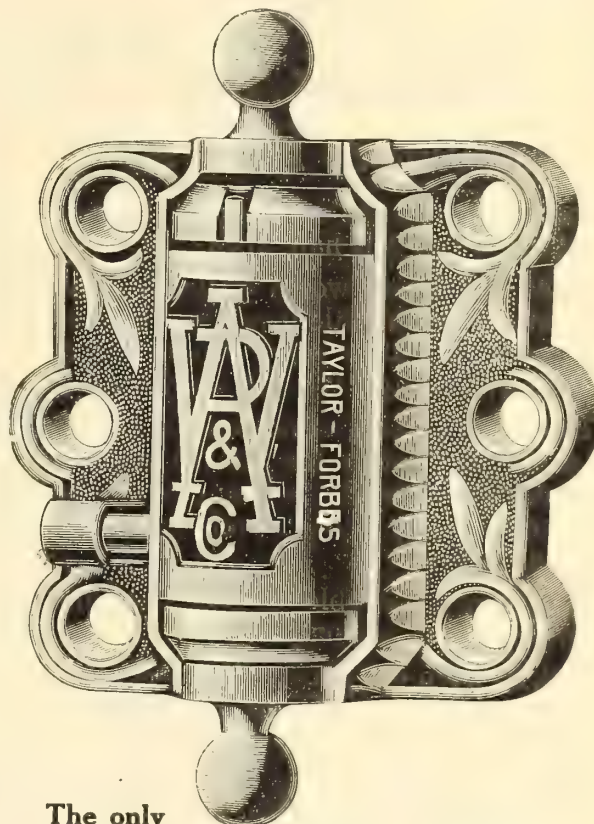
Open four and five-knife cylinder. 10½ inch wheels. Special tool steel knives, oil tempered. Case hardened adjustable bearing. Case-hardened ball bearings and balls. Specially prepared polished steel shafts. Cheeks easily detached. Made with grass box attachment.



### "Star" Lawn Mower

Cast steel knives, oil tempered, adjustable half box bearings on cylinder shaft. Adjustable bottom knife. Wood rollers of hard maple. Three and four-knife cylinder, 9 inch wheels. Best quality material used throughout construction.

*"Canadian Made for Canadian Trade"*



### The only Hold-Back Spring Hinge

Manufactured in Canada

The No. 20 spring hinge illustrated is a hold-back hinge and is unequalled anywhere for quality. It will last as long as any screen door, the spring being made of the best crucible steel, oil tempered, and the castings from the finest grey iron. When you buy our Canadian made hinges you can afford to guarantee the goods as our long years of reputation are behind all lines we manufacture.

*If your Jobber cannot Supply you, write us direct for prices*

## Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St., Montreal  
H. G. Rogers, 147 Prince William Street,  
St. John N.B.  
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:  
**Guelph, Ont.**

Taylor Forbes Co., Ltd. 1070 Homer St.  
Vancouver.  
H. F. Moulden & Son, Travelers' Building  
Winnipeg.





—teaching them the economy of discarding a file when it is half worn.

In all the papers worth while, circulating among the big file users, we're using big space year after year. Some people call it advertising. We call it educating.

And with all this work done, it should be a simple matter for you to impress your customer that he is losing money by using a file after it has reached its "inefficient" point.

And you'll be able to sell two files where you now sell only one—

But, to keep the good-will of your customer, see that he gets one of the following brands:

## KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

(Made in Canada)

Over 90% of the files used in Canada are our output.

Over 10,000 dealers stock them.

They pay a good profit and you get a quick turnover.

See that you get your share of Canada's file requirements.

**NICHOLSON FILE COMPANY**  
Port Hope (JOBBER EVERYWHERE) Ontario

## The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good  
Sale for Them*

Manufactured solely by

**Gutta Percha & Rubber, Limited**

Successors to

**The Gutta Percha & Rubber Mfg. Co. of Toronto Limited**

TORONTO MONTREAL WINNIPEG  
CALGARY VANCOUVER

## HORSE-SHOE BRAND WRINGERS

WARRANTED as to quality. WARRANTED to give satisfaction.  
WARRANTED as to price.

Plain Bearings and Steel Ball Bearings.  
Enclosed Cog Wheels.



Plain Bearings	Steel Ball Bearings	Size of Rolls
No. 340 E	No. 360 E	10 x 1 1/4 inches
No. 341 E	No. 361 E	11 x 1 1/4 inches

*We make the largest variety of Wringers in the world.*

Send for our latest Catalog and Price List

**The American Wringer Co.**

New York, U. S. A.



# OF SPECIAL INTEREST

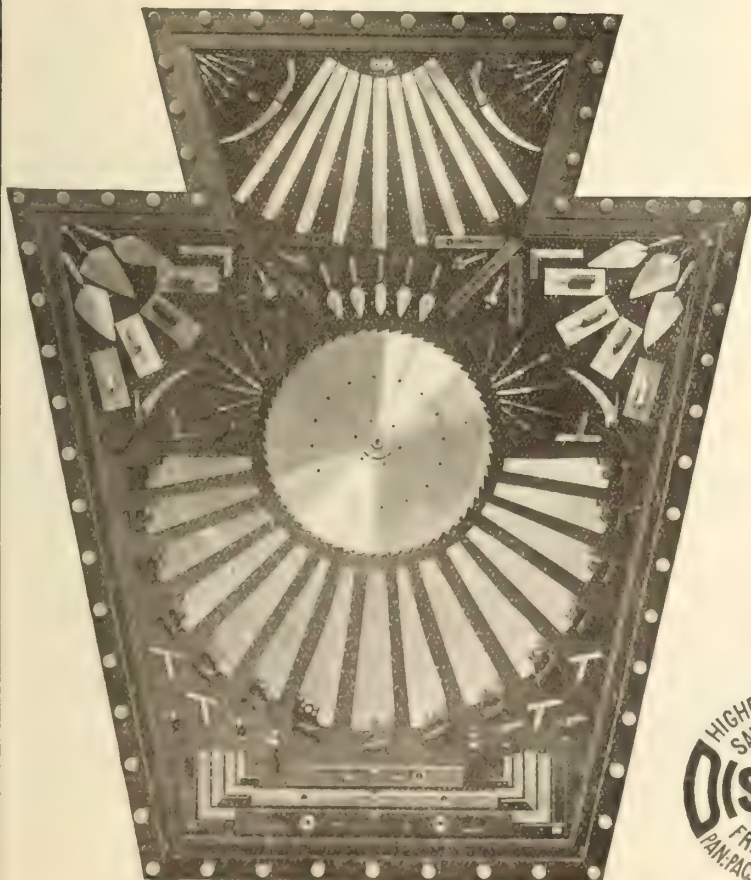
To those using small pieces  
Black or Galvanized Steel Sheets

We can quote attractive prices on prompt or contract requirements, cut to any size or shape, from No. 14 to No. 30 Ga.

*Send us Details for Prices*

**DOMINION SHEET METAL COMPANY, LIMITED**  
HAMILTON . CANADA

*P.S.—Don't forget when placing orders with jobbers or manufacturers to say—"Premier Galvanized Sheets"—  
"Made-in-Canada."*



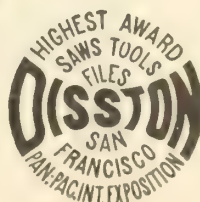
Keystone No. 3

**Disston Exhibit**

*Panama-Pacific  
International Exposition*

**Highest Award**

**SAWS  
TOOLS  
FILES**



**Henry Disston & Sons**  
Limited

2-20 Fraser Ave., Toronto, Ont.



## Practical—Convenient—Inexpensive Shelf Lock Step Ladder



Our special lock device holds the ladder from opening or closing when in use. The shelf is always up when the ladder is closed, and horizontal when in use. Galvanized steel ears fasten the legs and risers to the top. A good seller because it fills the bill at a low price. All sizes.

*Write us for prices*

### Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn, Camp, and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.  
STRATFORD ONTARIO

# "TIGER" WHITE LEAD

*The Lead With the Spread*

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.  
IRONS AND 500 LB. KEGS.

### The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

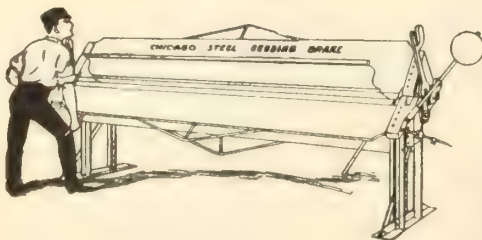
## CHICAGO STEEL BENDING BRAKES

*Made in all sizes*

Give You

## Economy plus Efficiency

THE STEEL STRAIGHT EDGE



Thousands of the best equipped shops are proving the advantage of this machine, designed and built by men who know the requirements of the sheet metal workers.

**The Steel Bending Brake Works**  
LIMITED  
Chatham, Ontario

## Store Management Complete

16 Full-Page  
Illustrations

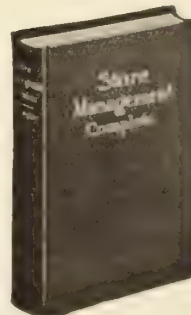
**ANOTHER NEW BOOK**

By FRANK FARRINGTON

*A Companion Book to*

**Retail Advertising Complete**

**\$1.00 POSTPAID**



272 Pages  
Bound in Cloth

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

**THIRTEEN CHAPTERS**

Here is a sample:

**CHAPTER V.—THE STORE POLICY—**What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

**Absolutely New**

**Just Published**

### Commercial Press, Limited

32 Colborne Street  
Toronto, Ontario



# Business is booming!



*Toronto, Ont.*

*Merchants everywhere tell our 800 salesmen that business is booming.*

*Farmers have had a record crop, at big prices, with big demand at home and abroad.*

*Stocks of manufactured material are short, and labor is in great demand.*

*Exports largely exceed imports.*

*Factories are busy, a great many working overtime.*

*More freight cars are needed, and steamers are taxed to capacity.*

*Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.*

*Millions of dollars are passing over the merchants' counters.*

*The people who spend this money want the best service.*

*They demand it in all kinds of stores, from the smallest to the largest.*

*They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.*

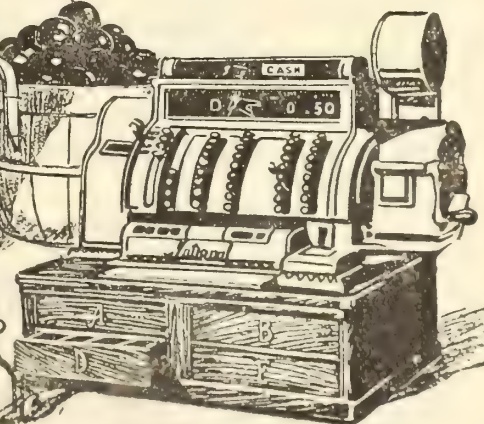
*Over a million merchants have proved our Cash Registers to be a business necessity.*

*Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.*

President of the  
National Cash Register Co.

(Signed)

*John H. Patterson*



Write for booklet to  
National Cash Register Company  
350 Christie Street, Toronto, Ont.  
Agents in Every City



## You can put a stop to faulty hot water systems by installing

It is a positive remedy that is easily applied to the open or closed systems of hot water heating. Entirely automatic.

Connects with one-inch nipple to outlet of expansion tank.

Makes a hot water system equivalent to a low pressure steam plant.

Increases radiation from 25 to 30% with same firing.

Reduces the size of pipes and fittings.

Temperature of water can be varied up to 250 degrees.

**A Top Notch Profit Producer**

*Particulars on Request*

**The James Morrison Brass Mfg. Co., Limited**

93-97 Adelaide St. West, Toronto

## The Knickerbocker Generator



# STOVE PIPE IRON

**POLISHED**

18" x 21"—18" x 24"



**PLAIN**

20" x 28". Odd sizes

We have large stocks of all Merchants' sizes of Canada Plates. Are offering very attractive prices for immediate and future shipment. The possibility of a shortage is almost certain—Book your Order with us at once—A wire to us will bring a sample shipment of three boxes that you may see the high quality of sheets we are offering.

*Our advice is to book your order at once and be safe*

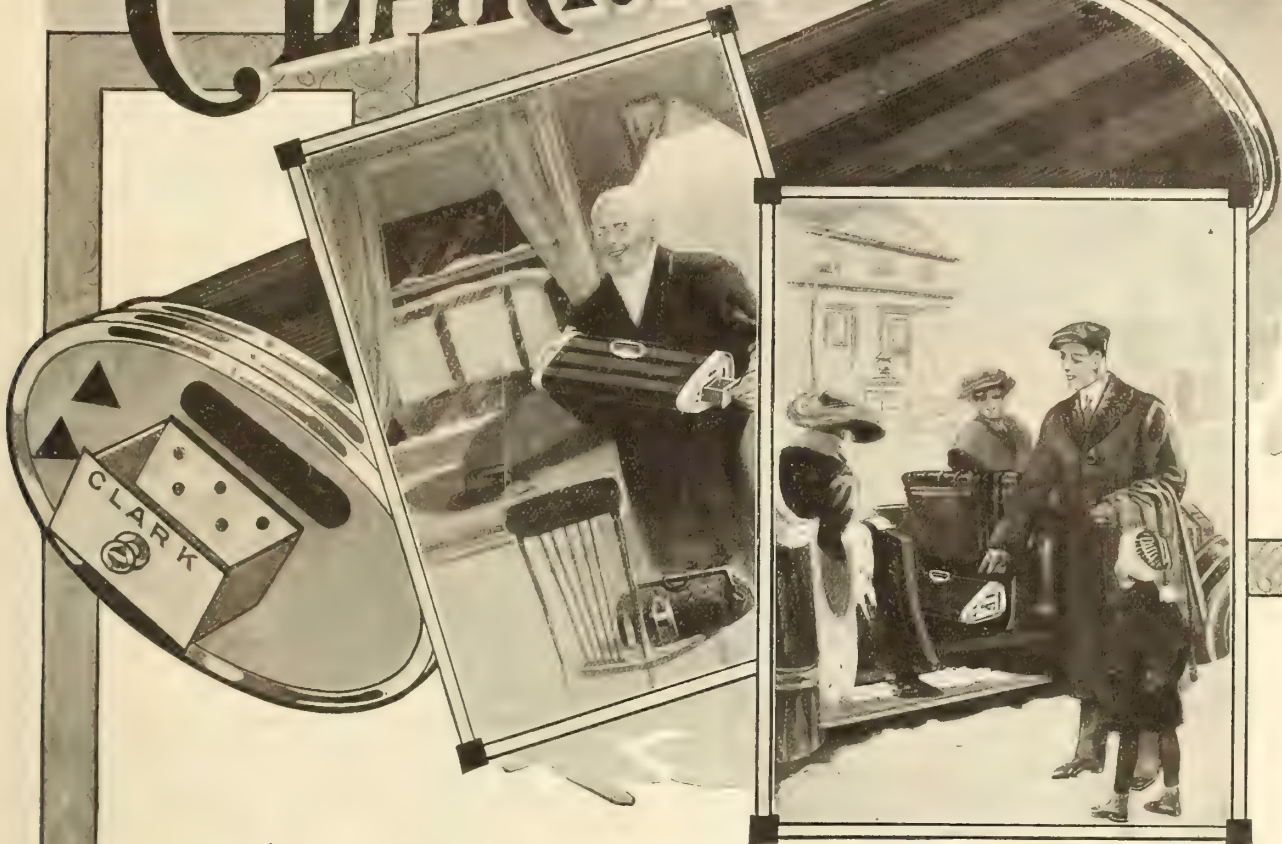
**THE SARNIA METAL PRODUCTS CO., LIMITED**

SARNIA CANADA

*Get our prices on our other lines of sheet metal building materials*



# THE CLARK AUTO HEATER



## EVERY COLD DAY IS A PROFIT DAY

FOR DEALERS WHO SELL THE

### Clark Indestructible Steel Heaters

for Automobile, Wagon, Sleigh or Carriage.

There is a great and growing demand for this, the advertised line of heaters.

Order an assortment from your jobber now and get this business in your community.

It will pay you and every heater you sell makes a permanent winter market for you on the Clark Carbon fuel.

Write for new catalogue. It's a beauty

**Chicago Flexible Shaft Co.**

187 Ontario St., Chicago, Ill.

#### Clark Carbon

Ignites Easiest  
Heats Strongest  
Lasts Longest

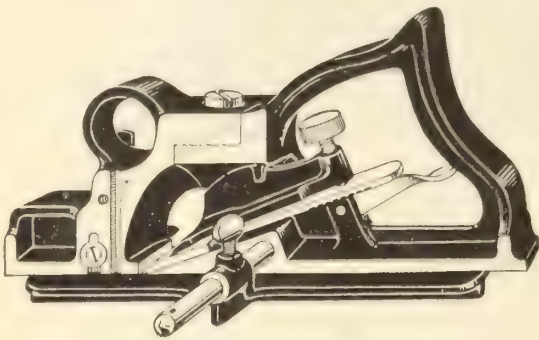
of all Heater Fuels.

*It's the kind that always comes awfully good.*

*There is no come back  
It always makes good*



# Stanley Tools



## A NEW PLANE Rabbet and Filletster No. 278

The sides and bottom being square with each other, the plane will lie perfectly flat on either side.

It has an adjustable fence which slides under the bottom, regulating the width of the cut.

It is fitted with two spurs, one on each side, for working across the grain—also an adjustable depth gauge.

As both the fence and the depth gauge can be attached to either side, the plane is suitable for either right or left hand work.

The front part of the Plane can be easily detached, thus providing a bull nose plane for working close up into corners or other difficult places.

The cutter is adjustable endwise.

Length over all  $6\frac{3}{4}$  inches—1 inch cutter, weight 2 lbs.

### List Price \$1.75

On account of its many usages and low cost this plane should prove a good seller.

*Manufactured by*

**STANLEY RULE & LEVEL CO.**  
NEW BRITAIN, CONN. U.S.A.



## "YANKEE" VISE

No. 1993

### WITH SWIVEL BASE

*A Great Little Vise  
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws  $2\frac{3}{4}$ " wide,  $1\frac{7}{8}$ " deep,  
opening  $3\frac{1}{8}$ ", Base  $7\frac{1}{2}$ " long.

*Your Jobber will supply you*

**NORTH BROS. MFG. CO.**  
PHILADELPHIA, PA.



# A Useful Christmas Gift

*Every Soldier and Sportsman Should Have One*

Retail at

**\$5.00 each**

Price to Dealers

**\$30.00 per dozen**

Samples. \$3.00 each

Put in a display for Xmas Sales are certain. This is not a luxury, but a necessity to every man who indulges in outdoor pursuits of any kind, whether it be killing Germans or hunting game.

**Write or Wire US To-Day**

for Samples, Catalogs and Full Details

We can make immediate shipments NOW. We may not be able to do this later.

PATENT APPLIED FOR



OPEN



CLOSED

## THE Khaki Kit Kitchen

has approval of many military authorities. Here's an opportunity to quote your local regiment for sufficient quantity to equip every man.

Sheet metal, covered in Khaki, interlined with asbestos. Size, when closed,  $6\frac{1}{2} \times 7\frac{1}{2}$ . It is made with belt loops, which fit all ordinary rank and file equipment.

Every outfit contains enough "canned heat" to cook nine meals. Extra cans of heat can be obtained at \$2.50 per doz., wholesale.

Don't delay—Act now. The demand is certain and big profits await you if you order in time.

**A. HARRY WOLFE,** CANADIAN GOVERNMENT CONTRACTOR  
UNITY BLDG., MONTREAL



**Push for Farmer's Trade this Fall**



*Yes Sir! They're just as good and reliable as they look--they're*



# Meakin's Brushes



You can use the strongest kind of sales talk when you show Meakin's Brushes, because in the goods themselves, are the appearance and quality that make your most telling argument.



Push the line in which you can place all confidence and make the most profitable sales—  
It's the *Meakins* make. Good Brush Makers for 63 years

**MEAKINS & SONS, LIMITED, Hamilton, Ontario**

Warehouses: Toronto, London, Winnipeg

Meakins Brush Co., Limited, Montreal

## JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire  
Insurance Agents

15½ Toronto Street  
Toronto

52 Canada Life Building  
Montreal

## The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and  
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,  
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

## PRICELESS JEWELS

receive enhanced lustre from suitable settings

One of the greatest assets in life is a spirit of cheerfulness and optimism. These sentiments are tirelessly voiced by

### YOUR LITTLE YELLOW CANARY

who, with his bright song and pert manners, continually strives to dissipate your gloom and pessimism.

As an optimist he ranks as one of Nature's Jewels.

Acknowledge your indebtedness to him, therefore, by giving him a setting worthy of his energetic efforts in your behalf, and flatter his vanity by furnishing him with a home constructed with a grace, elegance and beauty second only to his own.

*Wright's Gift Cages make Ideal  
Christmas Gifts*

Write for Pamphlet and Prices

**E. T. WRIGHT CO., Limited**  
Hamilton, Canada



**Push for Farmer's Trade this Fall**



# SEASON'S GREETINGS



WISHING OUR MANY CUSTOMERS  
AND FRIENDS A VERY MERRY  
XMAS AND A HAPPY AND A  
PROSPEROUS NEW YEAR . . . .

THE THOS. DAVIDSON MANUFACTURING COMPANY, LIMITED

TORONTO

MONTREAL

WINNIPEG



## Canuck

— a smokeless shot shell

that just meets the requirements of the hunters who want something better at a reasonable price.

A primer that is built for speed and is the quickest, surest, safest primer on the market. A medium high brass base with a steel reinforcement in the head where the shell is least supported by the gun. The ring indentations or knurling around the base add to the strength. Smokeless powders that are used all over the world. Uniform chilled shot. Best quality wads. A firm, hard crimp.

DEALERS—these are the qualities that sell

# Dominion Smokeless Shot Shells

Best Powders

Only Chilled Shot

Steel Reinforced Head

Best Felt Wads

Firm Crimp



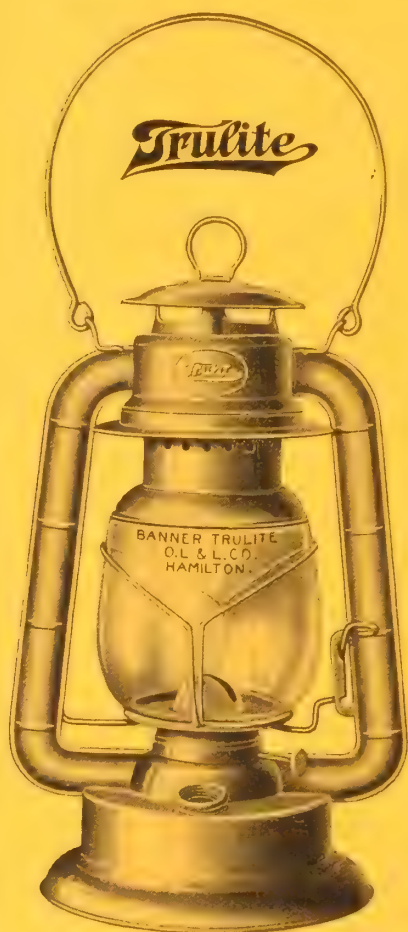
Push for Farmer's Trade this Fall



# Trulite

*"The Lantern of Excellence"*

Tell Your Customer  
It's guaranteed



*"Made in Canada"*

by

**Ontario Lantern & Lamp  
Company, Limited**  
Hamilton, Ont.

Montreal, Que.

Winnipeg, Man.

**The Laidlaw Bale-Tie Co.**  
HAMILTON, ONT. Limited

Geo. W. Laidlaw  
Vancouver, B.C.  
H. E. O. Bull, Montreal

Harry F. Moulden  
Winnipeg, Man.  
A. T. Diggins, Stair Bldg., Toronto

*Manufacturers of*

# WIRE NAILS

**HAY BALE-TIES, STAPLES  
ETC.**

Buy early—prices are ad-  
vancing and mills are busy.



Using the  
Hand Trap  
for Field  
Practice

## TRAPSHOOTING

Puts Action into Idle Guns

THIS fascinating, popular, all-season sport is a trade-maker for dealers. The introduction into the sport of the DU PONT HANDTRAP opens a wider field and creates a larger demand for shells and other sportsmen's supplies.

Trapshooting with the Hand Trap for target throwing is a country-wide, year-round sport, and puts action into idle guns.

Canadian Trade  
Supplied by the

**Dominion Cartridge  
Company, Montreal**

For Gun Club Organization Helps  
write to

**E. I. du Pont de Nemours  
& Company**  
Wilmington, Del., U.S.A.

THE HAND TRAP  
IS A YEAR-ROUND  
IMPLEMENT.



**Push for Farmer's Trade this Fall**



# Something to Sell!

## That Sells!



THERE is great satisfaction in stocking a good article that not only enjoys a steady demand, but is well advertised in those mediums which your customers read regularly. Such an article is

## B H ENGLISH PAINT

One reason for the remarkably successful increase in the demand for this paint is on account of it containing such a large percentage, 70%, of BRANDRAM'S B.B. GENUINE WHITE LEAD, in all tints and white.

This important selling point is being set forth more fully and more clearly in our advertising to your customers this season.

*If you want a live-wire paint proposition, let us give you full information about the B-H Agency.*

# BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Push for Farmer's Trade this Fall



# RAMSAY'S PAINT

**The Complete Line**  
*"MADE IN CANADA"*  
 Under the trade mark of this house which has been established since 1842, is manufactured everything for the use of the painter or the man who does his own painting. Ramsay's Ready Mixed Paints are Dominion-standard—they cover the most area—give unusually long wear—and make a friend for you of every user you sell them to.  
*Write us for prices on your requirements for*  
**"The Right Paint to Paint Right"**  
**A. RAMSAY & SON CO.**  
 Montreal  
*Branches at 167 Pender St. W., Vancouver,  
 B.C.; 48 Colborne St., Toronto*





## ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service.  
 Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same.  
 Send for illustrated catalogue, it will interest you.

**CAMERON AND CAMPBELL, TORONTO**

# MOTORING

**The Pioneer Paper in the  
Automobile Field in Canada**

¶ *A monthly magazine of  
real interest and value to  
every motorist in Canada.*

¶ We have made this journal the most practical automobile paper in Canada. It is an authority on the subjects of vital interest to all motor car owners and users.

¶ The big editorial features each month are striking and timely and the claim is easily substantiated that it is more virile now than at any period of its long record of progress and achievement.

¶ If you have a pleasure or a delivery car you should be a subscriber to this paper.

**The Commercial Press, Limited**

32 Colborne Street, Toronto

**Push for Farmer's Trade this Fall**



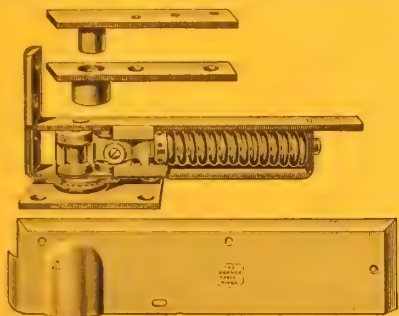
# BOMMER

## Floor Surface Spring Hinge

Release and Holdback Features  
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

*Suitable for both double-acting and single-acting doors*



This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

**Bommer Bros., Manufacturers, Brooklyn, N.Y.**

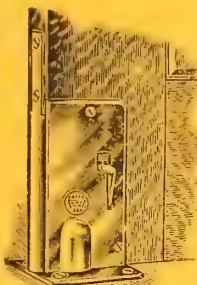
Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

TRADE  
**CHICAGO**  
MARK

## SPRING HINGES DISTINCTION

The Chicago "Relax" Spring Hinge

has distinctive features which impress your customers and create the demand.



The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

**Chicago Spring Bull Company,**

CHICAGO



NEW YORK

Send for Catalogue S32

# BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at  
**INTERNATIONAL  
Expositions**



Special Grand Prize  
**GOLD MEDAL**  
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

**G. & H. BARNETT COMPANY, Philadelphia, Pa.**

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

## "STORE MANAGEMENT COMPLETE"

272 Pages **ONLY ONE DOLLAR** 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—BY FRANK FARRINGTON.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

## New Coaster Bobs



So easy to steer. Note the spring attachment which brings back to position. Very strongly built and attractive in appearance. This is a great seller. Send trial order now

**Canadian Buffalo Sled Company**

Preston Ontario

**Push for Farmer's Trade this Fall**



Made in  
La Salle, Ill  
by  
Westclox



### *Over Three Million in Profit*

**B**IG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$2.05 each. In broken lots, \$2.15 each. Less 2% Retail Price in Canada, \$3.00.

**Push for Farmer's Trade this Fall**



THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

# CANADIAN HARDWARE JOURNAL

D. O. MCKINNON  
PRESIDENT AND  
GENERAL MANAGER

W. L. EDMONDS  
VICE-PRESIDENT AND  
CONTRIBUTING EDITOR

JAMES O'HAGAN  
WM. J. BRYANS  
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER  
ADVERTISING MANAGER

R. C. HOWSON  
704 UNITY BUILDING  
MONTREAL

C. G. BRANDT  
CIRCULATION MANAGER

E. J. MACINTYRE  
ROOM 1413  
GREAT NORTHERN BLDG.  
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME SEVEN

TORONTO, DECEMBER, 1915

NUMBER TWELVE

## Go After Xmas Trade by a Series of Window Displays

*The window can be made a valuable selling agent from now until the end of the year. How to make it produce the best results.*

**A**T no other period of the year is the display window of so much value in attracting trade to the store as from now until the end of the year. The Christmas spirit that arises in all its strength every year, causing people to spend more money and spend it freer than at any other time, makes this the big harvest season for the retailer. There is business to get and it is the dealer who goes after it in a real aggressive manner from now to the turn of the year who is going to carry off the largest share of passing business.

### Plan Schedule of Windows

The amount of business depends to a large extent on the attention given to window display during this time. The window is an important factor in reminding people of the coming event and suggesting to them that they get their Xmas buying under way. By getting as much of this trade as possible over early, the dealer is in a better position to get the best out of the last couple of weeks previous to Christmas.

The dealer would do well to plan out a schedule of lines that he deems desirable to feature each week and then study out how they can be shown to the best advantage. Windows should be changed frequently so as to present as wide a range of suggestions as possible to the public.

### Get Under Way Early

The window campaign should be gotten under way early enough before Christmas to get people thinking of the coming event and to impress on them that you carry a good range of holiday goods. There are a few lines, such as silverware and cut glass, that do not sell to any great extent until the holiday is close at hand, but with other lines a good many sales can be induced by early display, and at any rate you are

giving general publicity to your store as headquarters for Christmas goods. The dealer should not pass up the advantage that comes from an early start in the Xmas campaign.

The trimmer should aim to get away from the usual set form of window display during the period previous to Xmas and arrange something that will be outstanding and attract attention. Well before Christmas is at hand, the gift-giving spirit should be injected into customers, and this can best be done by settings of a Christmassy nature. Every dealer should put forth an effort to have his Christmas displays surpass those at ordinary times of the year.

Cheesecloth can be used to good advantage in window decorations, as can also tissue, crepe paper, tinsel and bells. Attention should be given to background arrangement and plenty of show cards should be used.

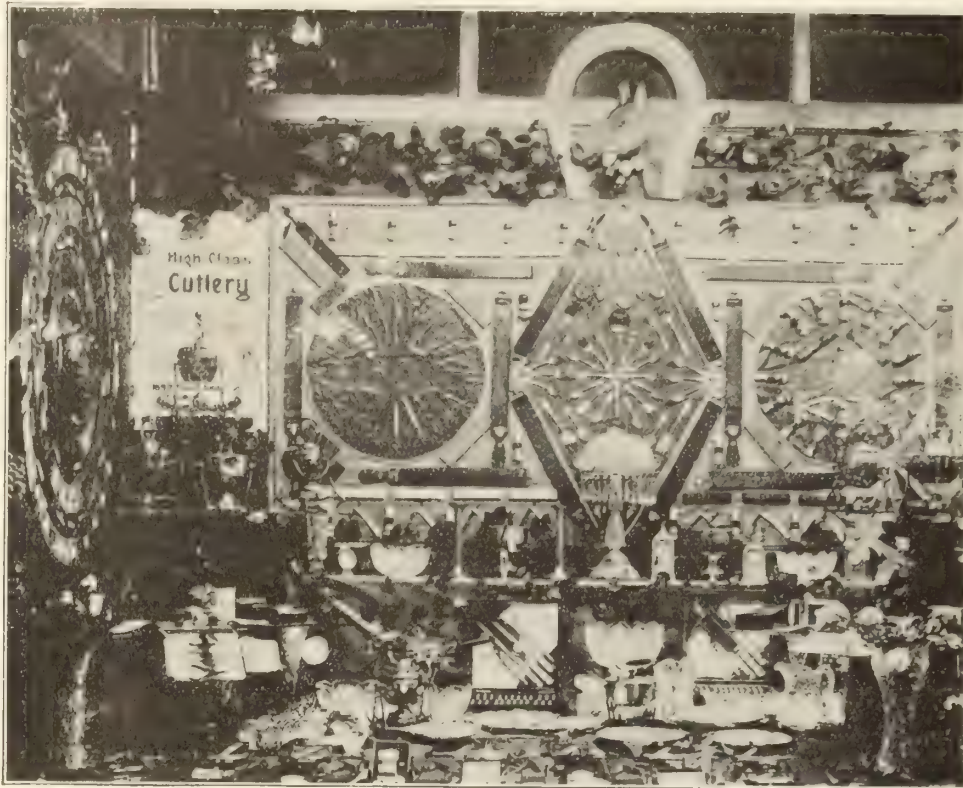
### Plan in Advance

Plan your windows carefully in advance. Have a definite idea in mind when you start. The time your window is closed to the public is advertising lost, and if time can be saved in arranging a display it means a good deal.

The trimmer who goes into his window fully prepared, and knowing what he is going to do, can have his display in shape in a fraction of the time required by the man who takes his goods into the window and then decides how he is going to arrange them.

Link up the advertising with the window displays. While a window display should be so striking as in itself be able to arrest attention, yet when the advertising is co-operating its effectiveness is naturally much enhanced. When the advertisement draws attention to the window display people will be on the alert for it, and some will even be induced to go out of their way in order to see it.





### DRESSING THE XMAS WINDOW

A display of presentation goods made last season by a Western Canadian hardware dealer, in which some thought-out plan was followed. A background of wall board was used in which panel outlines were made of shaving strops. These panels were filled with scissors, table silverware and shaving requisites. There was also a large circular panel of gift goods on the side wall. A shelf in the centre background displayed cut glass, brasswork and clocks, and the floor of the window was used to show off a miscellaneous assortment of cut glass, metalwork and silver table

cutlery. Pink paper roses enhanced the appearance of the display.

### VALUE OF PRICE CARDS

This is a Christmas window of an Ontario hardware firm. A trellis work with shelves forms the background, and shelves in the side wall were utilized to display gift goods. Colored tissue paper was used to cover the floor, shelves and background frame. While probably less time was spent in dressing this window than the one above, it has added worth in that the price cards give a sales value to the display.





# Don't Sacrifice Selling Power in Making Window Attractive

*Experienced window trimmer points out that while attractiveness should be aimed for, selling value should not be sacrificed to secure it—General hints on display*

By D. HADGKISS, Calgary, Alta.

**T**HERE are two things that a trimmer should aim for in arranging his windows, one being a good display from an artistic point of view, and the other a good display from a business getting standpoint. An artistic display is a very good thing in its way and may prove quite an attraction, but a window that is dressed to sell the goods can be made both attractive and profitable.

In my opinion a store cannot afford to give way to the artistic, to the disadvantage of selling value, and so I would advise everyone who attempts window dressing at all to keep in his mind the fact that the window is part of the store, and that the more goods sold by the window display the better for the store.

In the first place a window dresser should find out what goods he has at his disposal, then he should form some kind of plan in his mind that will guide him in his work. If he has a special line of goods that are good value and that he wishes to get a good sale for, he should always give it a centre position.

## Attention to Packages and Labels

Always see to it that the goods used in the display are clean and in good condition, as dirty packages are more than likely to drive people from your store with the idea that you are selling old stock. Never pile

your goods too close to the glass. Always take care that your labels are facing the street. A window display with labels turned in different directions never looks attractive.

## Use Price Tickets

I have left what I consider to be the most important point in a window display until last, and that is: "Always price your goods." If your stock is selling at reduced prices mark each pile with a ticket, stating the original price and, underneath, the reduced price, but do not get your cards so large that they hide too much of your display. A small, neat ticket is always more efficient than a big one, for the simple reason that instead of showing a big display of pasteboard you have the advantage of showing nearly all your goods.

## STUDY RESULTS, THEN DRESS THE WINDOW

When the window is completed, watch the effect it has on the public and see if it appeals to the class of people who buy that particular merchandise. Do something different. Make every window tell a simple, honest, cheerful story and your show window will sell goods.



An attractive window dressed in cut glass, silverware and other suitable gift goods. A good deal of time was given to the background, the arrangement of which is good. It offers suggestions for Xmas displays.



## WINDOW DISPLAYS OF ELECTRIC LAMPS

By C. S. L. C.

Recently the writer's curiosity was aroused by the sight of a crowd of perhaps twenty-five people around a hardware store window. Upon investigation, the source of interest proved to be a battleship made of two cross-cut saws, wired together at the end and slightly bowed in the middle. The funnels were two dry batteries, the guns were shotgun shells stuck in little round mouse traps in lieu of turrets. In fact the entire boat was made up of articles commonly found in hardware stores. "Pretty clever"—"Smith sure is there"—"I didn't know that he carried dry batteries before"—were a few of the remarks made by the interested spectators. A good window always pulls, but that battleship window in this time of war, when everyone is interested in anything that looks or sounds like war, attracted an unusual amount of attention.

Another idea which I got from a hardware dealer was this: Build two lines of entrenchments with Mazda lamp cartons, covering them and the rest of the window with brown crepe paper. Behind one line of entrenchment have the Mazda lamps wired to represent soldiers

blades of the fan to the ceiling of the window. We then took eight balloons, each one of which was half red and half white, and painted on each one the name of one of the foreign countries now engaged in the war. The balloons were then inflated to a size somewhat proportional with each warring nation's strength. Germany, England, France and Russia were larger than Servia, Austria and Belgium, and when the fan was started, the big fellows bumped together and the little fellows dodged in and out in a very realistic take-off of the fighting now going on."

## WINDOW'S PLACE IN MERCHANDISING

Successful merchandising consists chiefly in getting the public interest. "Goods well displayed are half sold." If merchandise can be shown in pictures on billboards and in street cars and interest the public, how much more interesting must be the display of the merchandise itself tastefully arranged in your store window. Work your windows steadily and consistently. Make frequent and noticeable changes. Your window must attract attention, draw people from across



Excellent window display of electric flash lamps made by Hydro Electric Shop, Toronto, one of over 500 such windows made of "Eveready" flashlights in the principal centres of Canada during week of Nov. 29-Dec. 4.

carrying wire guns. The carbons should occupy the other line of entrenchment. Only one or two should be lighted, the rest should be dead and wounded. The standard-bearer and carbon flag should be down. All the Mazdas should be alive and a flag should be waving triumphantly over their line of entrenchment. A placard should read, "Mazdas victorious," and another, "Mazda for efficiency and economy."

"Our latest stunt for selling Mazda lamps," said a hardware dealer friend of mine recently, "is as follows: A few evenings ago we got some of the latest war bulletins and put them in our window in such a way that the passing crowd would try to read them. We had the window lighted with one old 60-watt carbon lamp, placed in such a way as to give as little efficiency as possible. Every two minutes we would turn on a 60-watt Mazda, which was equipped with a good reflector, and the difference could be seen by a blind man. In the window we had a card stating that the new Mazda lamp would give more than twice the candle-power at the same cost for current as the old carbon lamp."

"We used the old balloon scheme," said this same man to me the other day. "We inverted a 12-inch fan on the floor of the window and cords strung in the form of a cone from the guard which enclosed the

the street, make them go out of their way to see your latest display.

There are certain lines that can always be arranged to show to advantage. Many manufacturers are glad to supply expensive and attractive advertising matter and window trims. During the week of November 29th to December 4th there were over five hundred window displays of "Eveready" flashlights in the principal cities of the Dominion, and the accompanying illustration shows a window display put in by the Hydro-Electric store at Toronto.

## WINDOW DISPLAYS VS ADVERTISING

If any merchant is doubtful as to how much his show windows sell let him put some special bargain in a window and a card with the price and the place in the store to find it. Then take another article and advertise it in the newspapers. Compare the results and it will be found that the window will outsell the advertisement every time.—Merchants' Record and Show Window.

It is easier to keep people coming to your store than it is to induce them to make their first visit.



# *Make Your Window Pull Big Xmas Trade*

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**H**ARDWARE dealers and their clerks are more and more coming to realize that the display window, when given the proper amount of attention, is a mighty power in attracting customers and business to the store. There are scores of progressive retail hardware stores from one end of Canada to the other that are daily finding their show windows attracting customers into their store, and making the cash register play a much livelier tune than it otherwise would.

The show window that begets business for the dealer must, however, be live and aggressive—must be given the necessary attention. It seems a mighty funny thing that many a merchant who would descend with a shower of wrath upon the clerk who would dare to remain idle for a minute, will allow his show windows—in some cases just as valuable as a clerk—to loaf on the job, and think nothing of it. It surely does seem gross extravagance for a dealer to allow money to slip through his fingers, as many of them do by lack of attention to the show window.

The reason for inattention does not, in many cases, lie in the fact that they do not feel that results warrant all the attention given to their window displays. On the contrary, those dealers who have given any appreciable attention to this phase of the business are loud advocates of its value. But even a good many of these merchants, who claim window display a big business factor, do not give the attention to it that they should.

Even some merchants who declare their show window their greatest asset, are not reaping the greatest possible results. It is true that they are receiving a good deal of business through them, but that is absolutely no reason why they should not reap still greater advantages, which would be easily possible by giving them more time, changing them oftener and continually aiming to make them turn every cent possible into the cash drawer.

Even the small display window can be made an effective sales medium. There are many small windows bringing in more business than the larger ones equally as well located. The explanation lies in the attention given to them. The window, like the advertisement, must be changed frequently and time given to assure proper arrangement. The many details that require attention in the store sometimes makes it difficult to give the desired attention to window display, but it should not be neglected, even if it is necessary to secure extra help to care for the various details. The extra business will more than pay for any extra cost for help.

Practical hints and suggestions, with a number of fine illustrations on how to make the window the most effective sales medium, are given in this issue of Canadian Hardware Journal. This special window trimming department (with hints for the Xmas campaign) is well worth the consideration of every retail hardwareman and clerk.



# Sales Methods for Canadian Hardware Dealers

*Putting goods out on trial—Using price tickets—Some “don’ts” for the store*

A WESTERN hardwareman, in a small city, has the reputation of being willing to put out various lines of goods “on trial.” Asked how he came to be known as the “trial retailer,” he said:

“A salesman for one of the jobbing houses to whom I was indebted for a number of good ideas, induced me to stock a dozen washers on one of his trips. On his next visit not one had moved, so he induced me to put them out in a dozen homes ‘on trial.’ Result, nine sales on ‘first intention.’

“The results of this little plan were so good that I began to look about for other goods in stock that would stand a try-out. Finally I got the plan down to two

tion of commencing one. I have talked with several merchants who have conducted them and considered them a good means of selling small and variety goods. If such a counter is prominently situated it suggests many little things to customers, and as the price is evident, it in many cases practically makes sales itself. The general merchant is in a good position to conduct such a counter because he has so many lines that can be priced at this figure. It does not mean a cut-price counter. Occasionally some low prices may be given to arouse interest, but regular prices can be secured on the majority of lines. Its greatest value lies in suggesting to customers articles that they otherwise would not think of.



How Gurney & St. Germaine, of Vegreville, Alta., display everyday useful goods, suggesting them for Christmas gifts.

general methods—incidental and systematic trials. For instance, a few days ago a farmer came in for a jack-knife. I knew what he had in mind—a big ‘leader bargain’ put out by a house we all know, priced at forty-odd cents. When I saw he wasn’t going to buy, I took my knife out of my pocket and handed it to him. “‘There’s a knife,’ I said, ‘that our best trade is glad to pay two dollars for. I can’t tell you all its good points, for I don’t know whether you’re a lover of good temper in a blade, as I am, or are partial to an edge that keeps keen. Anyhow, you just borrow my knife for a week or so, and the next time you’re in the store just hand me back my knife, and I pledge you I’ll not even ask you to buy.’

“This little kink sells a knife or two a week—say fifty sales a year—two hundred in sales that would otherwise not be made, for I use it only on the man who thinks he won’t buy. With such specialties as washing machines, electric fans, fireless cookers, tool chests for children, and the like, I usually use one article or set for loaning purposes and put it out on trial, so avoiding having any considerable number of ‘second hands’ on hand. The way the goods stand up under trial tests usually gives me a strong talking point in their favor.

“As to what I think of the method—that is shown by the results. I estimate nearly one-eighth of the total business of the store comes directly or indirectly from the systematic use of putting the goods out on trial.”

## WHAT ABOUT A 5 AND 10-CENT COUNTER?

Those merchants who have never had a five and ten-cent counter in the store should consider the ques-

## THE USE OF PRICE TICKETS

Every store should make adequate use of price tickets on the merchandise displayed.

The more of these little salesmen in use in a store, the greater the sales possibilities.

This is especially true during a rush period when the clerical force is busy and the prospective purchaser has a few moments for investigation prior to having her wants attended to.

Neat, clean displays of merchandise, with a liberal sprinkling of price cards, has increased the sales of many a store.

Could your store use more of these silent and inexpensive salesman to advantage?

## A FEW EFFICIENCY DON'T'S

Hardware dealers can save needless expense in running their stores by giving attention to such little “don’ts” as these:

Don’t loan tools. Don’t let your clerks forget to charge goods; check up their charge slips each day and



Tissue paper ornaments enhancing the Christmas window display in small-town Canadian hardware store.

jog their memories. Don’t fail to avail yourself of cash discounts on bills. Don’t trim your windows in business hours; that’s the time they should be pulling customers for you. Don’t put up with cheap help and poor delivery service, or lack of co-operation. Above all, don’t allow yourself or your employees to waste time.



# Pushing the Sale of Electrical Xmas Gifts

*In this article are contained suggestions which will aid the dealer in making his sales record this Xmas a good one.*

STAFF ARTICLE

WITH the Xmas season approaching, the hardware dealer has one grand opportunity to push his electrical goods, particularly in the novelty lines. In these days, time saving and scientific management have entered into the home as well as into business establishments, and the dealer is offered chances he never had before. The women in the home want to accomplish their household duties with as little time and effort as possible, and electricity is the one thing that enables them to do this. "Make this an electrical Christmas" should be the slogan of every live dealer.

It is not too soon to start pushing the sale of goods for gifts, and by making your suggestions early, you

## Make This An Electrical Xmas

A suggestion for an advertisement or window card.

get the public thinking and, also, give them time to consult others and make a proper selection. Attractive window displays and catchy advertising will get the attention of the public.

There are few articles that make nicer gifts than electric toasters, irons, fixtures, feet warmers, bed warmers, thermos bottles, electrically-operated mechanical toys, percolators, chafing dishes, casseroles, electric cookers, flashlights, and numerous other lines handled in an electric store.

### Some Suitable Suggestions for Women.

Here are a few suggestions that are worth while.

Did any man ever try ironing a big washing? Not many, and most of us know not the joys (?) of standing, for three or four hours at a stretch, in a room heated up to "boiling point" by the fire used to get the old sad irons into that condition that makes them turn out good work. An electric iron would make a most suitable gift, and one that mother or married sister would appreciate to the fullest extent.

Sweeping is a job that is almost as pleasant to the women folks as ironing in a hot kitchen on a summer day. A vacuum cleaner would relieve the housekeeper of this labor and, at the same time, keep the house looking cleaner and neater. Then, too, with a vacuum cleaner, there is not the wear and tear on the carpets. Vacuum cleaners are the greatest things in the world for taking the dust out of heavy chenille curtains.

Other suitable gifts for mother include toasters, egg boilers, griddles, percolators, etc. These will aid her greatly in preparing afternoon tea for the sewing circle or in getting up a hurried lunch at noon.

Big sister would welcome an electric hair curler, which may be attached to any light socket.

For father there is the "wireless" battery holder, into which one screws the cells into a socket after the same manner as an incandescent bulb, with no chance of either wrong connections or deterioration from

dampness. How often has father had to invade the dustiest part of the cellar and evict a densely populated settlement of spiders, in order to ascertain why the bell batteries had run down? Then to find that he had forgotten he had installed a new set and not reconnected them? The "wireless" battery would do away with this.

Then, too, for father and for big brother there is the electric smoking set. When he goes for a match, he finds that someone else has been there before him and, if there are any matches there at all, they are almost sure to be burnt ones. The modern set, with electric pipe and cigar lighter, is appreciated much more, because it seldom requires renewing and is of no use to anyone but the smoker himself. It can be fastened with a clip to a table or to the arm of the chair where father usually sits, and there is no necessity of jumping up to get a match when the pipe goes out.

### For Little Brother.

In the dear old days we used to light the candles on little Willie's tree. Nowadays a few miniature incandescent lights attached to a dry battery or connected with the electrolier furnish more illumination and less foreboding as to results.

And since little Willie has the batteries it seems real economy to the parents to include among his gifts such

## A Xmas Gift

### Suggestion:

AN ELECTRIC  
Vacuum Cleaner  
lightens labor and pro-  
longs the life of your  
carpets.

Some material which might be embodied in a window card.

toys as motors, model machine shops and miniature railways, which will take of the surplus "juice" remaining after the tree has faded into the past.

### For the Whole Family.

For the general use of the whole family, the electrical dealer handles many lines that make acceptable and useful gifts. It is the most natural thing in the world to wake up in the middle of the night and wonder just how late it is, without being quite energetic enough to jump out of bed to consult the clock that is ticking away on the dresser. The little timepiece, with a tiny electric bulb throwing light on its face when a button is pressed, grants the desire of the lazy one.

A hot water bag is a mighty convenient thing, when hot water also happens to be convenient, but nine times out of ten this interesting article is requisitioned just after the hot water supply has cooled down for the night, and someone has the lovely task of putting the



kettle on to boil. This is where the electric heating pad comes to the front with only the simple preliminary of turning the switch required.

It is safe to say that matches are responsible for more burned homes than any other one cause. The glowing stem of the carelessly discarded match, the hasty search in a garment-hung closet by matchlight and the subsequent inquiry as to "What's that burning?" are closely connected.

This is why the electric torch of all shapes and sizes has made such a hit as a Christmas gift. One of these devices, small enough for the vest pocket or the vanity

out of ten they will pass that store with but a casual glance at the window.

### Novel Window Displays Draw the Crowds

"Put in something novel, though, and you arrest their attention at once. Keep up this policy and you'll have them stop every time and say, 'Well, I wonder what Jones is showing now.' and come up and look at your display. You can even mix in with your display something entirely foreign to your line, and you'll get the crowd perhaps even better."

### Fixtures Reduced Every Half-Hour

Following out his beliefs, on a recent Saturday Mr. Parker included in a mixed display three quite large fixtures. These were suspended from the ceiling of the window and streamers of white ribbon ran from them to a card bearing the words: "These fixtures are marked at regular retail price, and starting at 7 o'clock the price will be reduced 50 cents every half hour until sold."

Promptly at 7 o'clock the "sale" began, and every half-hour new tickets were put in, stating: "This fixture now \$—."

### Reduced Figures no Inducement

The reduction in prices kept up until 11 o'clock, and, although by that time the price on each fixture was reduced by \$2, not one of the three was sold. In commenting on this, Mr. Parker states that this proved that the people did not want these particular fixtures at any price, but a great many people stopped to look at the whole display, and future business is sure to result.

### Prizes Under Glass Globes

Another "stunt" put on by Mr. Parker was to put in a window display of about 200 glass globes, at all prices. Under each globe was placed a card, all of which, but four, were blank. A window card advertised this fact and made it known that to anyone who purchased a globe covering a card bearing any one of these four numbers, a prize would be given.

The prizes selected by Mr. Parker were odd articles that had been in the store for some little time, such as a brass spirit lamp, portable reading lamp, etc. The total value of the four would be in the neighborhood of \$30.

The result of this experiment was that about 75 globes were sold. Out of this 75 only two of the "lucky numbers" were taken, and much advertising was gained.

### Special Windows for Holidays, etc.

Mr. Parker always makes the advent of a holiday or an historical date the occasion for a special window display. For instance, on Hallowe'en of last year he had the sides of his window trimmed with orange and black crepe tissue paper, fixture shades were made of the same material, and Jack-o-lanterns, black cats, and goblins were interspersed in the display.

Such methods as these show the public that the dealer is "up to snuff," and gives them confidence to think that they always are sure of getting only the newest and most up-to-date lines.

Don't neglect to continually practise suggestive salesmanship. The power of suggestion in inducing sales is so great that it is a most important factor in business.

**Electricity Saves** *Chafing Dishes*  
**Time and Labor** *Irons*  
*Percolators*  
*Toasters*  
*and Griddles*

Come inside and see our demonstrations of electric : : : :

A window card which attracts attention to suitable gifts.

bag, will light a bad bit of road, the largest closet or the cellar stairs, while the hand-lantern, which ranges in elaborateness from the simple handle and bulb, which may be fastened to any dry cell, to the nickel-plated affair with bull's-eye lens, has the old tin kerosene consumer beaten for presence of illumination and absence of odoriferousness. Equipped with a ruby light, these same electric lanterns allow the amateur photographer to develop his negatives in comfort.

No matter how simple or elaborate the home, there is always place in it for additional lights, and to-day, with so many houses wired for current, the electric lamp is the logical gift for the whole family. A hanging lamp for the dining room, drop table lamps, for living room, reading lamps for the library, while for the bedroom the affairs which clamp to the bed head and send down a glow are just the thing for those who indulge in the pernicious but pleasant habit of reading in bed.

It does not matter much who the prospective recipient of a Christmas gift may be, or what his or her condition or age, there is something electrical which will not only please for the moment, but be of real and lasting service which may be chosen.

### NOVEL WINDOW DISPLAYS ATTRACT CROWDS

That you must have effective window displays in order to draw the attention of the general public to your store is the creed of A. E. Parker, Toronto. Mr. Parker goes further and believes that to make the displays "pull" even more, something novel and out-of-the-ordinary should be added.

"Particularly at this time," said Mr. Parker, "when business is depressed, you have to be on the jump and keep just a little ahead of the other fellow. To my mind, in a window display you want something out of the ordinary run of your line. I never stick to the old-fashioned method of one week putting in a window display of globes, fixtures and parts the next, and back to the globes on the third. If I have a specialty I show it. People have the habit of expecting to see a certain line in a certain store, and unless they have their minds set to buy something in that particular line, nine times



# Canadian Hardware Journal

TORONTO

DECEMBER 1915

CANADA

## The Basis of Happiness in Business.

The better conditions which characterize the trade of the country naturally tend to make the Christmas holiday season all the happier and the outlook for the New Year all the more auspicious.

But, after all, it is not the volume of business that a merchant is doing or the measure of the profits he is earning which determines his happiness during the Christmas holiday, or any other season for that matter. Were it so all men who were doing big business and making large profits would be happy.

But, as everyone who has given thought to the matter knows, there are a great many men successful financially who are anything but happy. One of Toronto's worthiest merchants, who died a few years ago, was haunted up to the end of his days with the fear that he would die poor. And because of this fear he was never known to pay a decent salary to his employees. He kept every cent he could for himself, and even then he was miserable.

It is evident, therefore, that happiness does not come by the money route.

Success naturally creates an atmosphere favorable to the cultivation of happiness. But that which in the final analysis is the determining factor is the condition of the mind, not the condition of the pocket-book.

He who is serene and calm and concentrates his mind on the better and more unselfish things of life and counts his blessings rather than his difficulties will spend a merry Christmas and a happy New Year, even if business is below par.

But it is to be hoped that, plus a favorable condition of mind, every furniture dealer in Canada will enjoy, not only during the Christmas holiday season, but during 1916, a large measure of business prosperity.

That this may be so is the Canadian Hardware Journal's wish.

*The better the preparation the better will be the results obtained from the Christmas trade.*

## A Valuable Partner For Your Xmas Campaign.

This issue of Canadian Hardware Journal should prove a valuable partner for the reader in his bid for Christmas trade. It appears at a particularly appropriate time—just when the dealer is about to fire the final gun in his Xmas campaign, and with the goodly supply of business-getting ammunition that it carries, in the shape of practical hints and suggestions, it should prove a valuable aid in the year-end drive for trade.

Aggressiveness should be displayed all along the line and in all branches of selling effort in the campaign that is now on, and the aim of this issue is to assist the dealer in this regard. The editors have put forth much thought and energy in order to turn out an issue of real practical value. Readers are urged

to carefully study its contents and with it as a partner and their own enthusiasm and effort behind the business machine, a good trade from now until the turn of the year should be possible.

*It is the store that possesses the Christmas atmosphere that gets the Christmas trade.*

## Value of a Good Front.

Did you ever stop to consider how important a factor the front cover is in inducing a person to purchase a magazine? The name counts for considerable of course, but if there are two or three that you are pretty well acquainted with, the one with the most attractive front cover is the one you will buy.

The dealer should remember that his store to the average passerby is much akin to a magazine. All he sees from the outside is the front cover—your show window. There are a good many people who see only the front of the store—that is all they take into consideration in deciding which store they shall deal at.

Thus the importance of keeping the store front in proper trim. It is taken by the average person as a reflection of what can be expected inside, and to make a good impression on the purchasing public it should be made to appeal to the eye and attract attention. It can be made a valuable publicity agent if given the attention it deserves.

*Self-satisfaction is a synonym for disintegration.*

## Bookkeeping in Retail Stores.

Bookkeeping in retail stores came in for some consideration at the recent meeting of the national council of the Credit Men's Association, held in Winnipeg. As the subject is one in which the association is specifically interested it is natural it should have given some time to its consideration.

The keener business becomes the greater is the necessity for employing the best methods of conducting it.

There was a time when in the majority of retail stores a system of bookkeeping which merely provided a record of the goods which had been sold on credit was deemed sufficient. That day has long since passed. To-day the average retailer finds it necessary that his own financial standing, as well as a record of money due him.

Because in certain instances this knowledge has been lacking many a retailer has found, when too late, that instead of his business being on the highway to success it was on the down grade to failure. On the other hand, many a business man has been prevented from drifting over the precipice by the timely inauguration of an efficient system of bookkeeping.

One thing is certain, unless a merchant has an efficient system of bookkeeping he cannot ascertain the cost of doing business. And he who is ignorant in this



respect is doing business by guesswork, which is about as dangerous as navigating by instinct.

The efforts which retail associations and such organizations as that of the Canadian Credit Men's Association are putting forth to educate business men in regard to the importance of efficient bookkeeping are to be commended. In their import they are of national as well as of individual benefit.

*Have you yet begun to set your thoughts upon ways and means of getting the best results from the Christmas holiday trade?*

### Look at Your Store Through Customer's Eyes.

At a convention of retailers not long ago a dealer stated that he makes it a policy to frequently put on his hat, walk around the block and enter his own store and try to see it as a casual customer would.

He says that in this way he discovers many weaknesses in the appearance of his store and in his store service.

The idea is a good one, for the big trouble with many retailers is that they fail to look at many of their store problems from the standpoint of their customers. It is quite true that a dealer is so much in his own store that he becomes unable to detect weaknesses that develop, but which are quite apparent to the casual observer. Constant contact with the store blinds him to its shortcomings.

The big fault with many retailers, however, is that they make no effort to discover any weaknesses that exist. They are inclined to go around with their eyes closed to their own faults. It is good business to break away from such an attitude, however, and try to take a look at things from the customer's perspective. To most dealers it would mean a great improvement in the appearance and other business-getting factors in connection with the store.

Get in the habit of looking at your store through the eyes of your customers.

*He is a wise dealer who does not let Santa Claus catch him napping when the Christmas holiday trade begins.*

### Good Equipment Proves Profitable Investment.

Good equipment costs money. How many dealers put up their hands in horror at the very thought of the fact, especially

those apostles of false economy who will not spend a cent even for their own benefit unless it is fairly pried away from them.

As a traveler said to me not long ago: "It is a darn good thing that there are some real aggressive men on the road who are not easily turned down, and who keep after some of these close-fisted merchants until they sell them what the merchant's good sense should show him he should have. If it wasn't for some of these aggressive salesmen fairly forcing needed articles on some merchants, many retailers would not make the money that they do."

There is a good deal of truth in this statement. There are a good many merchants who are altogether too ready to say "no" at the first suggestion that they should expend any money on equipment, without considering the advantage that it would be to their business, and whether it would not really prove a profitable investment.

I say "investment" advisedly, because money in-

vested in good fixtures and equipment will generally be found an investment, and not an expense in the real sense of the word.

### SHORT NOTES FROM THE EDITOR'S PEN

Try a little advertising as a business tonic.

\* \* \*

Make your store the best store in your town.

\* \* \*

Go after Xmas trade by a series of window displays.

\* \* \*

Back up your advertising by window display of the goods featured.

\* \* \*

The man who wants repeat business must give quality in both goods and service.

\* \* \*

"System first" is the "safety first" sign for the dealer who courts success.

\* \* \*

Avoid arguments if possible and especially avoid them if impossible.

\* \* \*

The dealer who puts the "win" in his show window is the one who makes his displays attractive.

\* \* \*

Many a dealer who would get rid of a clerk who loafs, makes no effort to get rid of goods that loaf.

\* \* \*

The man who is all the time trying to get the best of some other fellow cannot succeed in getting the best out of his own efforts.

\* \* \*

The dealer who runs a credit business needs to exercise care in the extension of credit these days, and also keep speeding up collections. Do not allow the slow-pays to lag. Wholesalers are expecting payments as usual.

\* \* \*

What is the percentage of the rent you pay in respect to the business you do? In an investigation conducted in the United States the average was found to be 4.02 per cent. How does that compare with yours?

### Passing Thoughts on Business

By W. L. E.

*Perseverance is a good thing as long as one perseveres in the right direction.*

*To the wide-awake retailer there is no period in the year when to cultivate business is unseasonable.*

*The clerk who attains success in life is he who is zealous for the success of his employer's business.*

*Advertising that is not backed up by good service in the store, like a battleship with an ineffective crew, loses much of its effectiveness.*

*Those who practise putting off till to-morrow that which should be done to-day have a weak spot in their will power.*



# Discrediting Canadian-Made Goods

By W. L. EDMONDS

**I**N times like these, when it is more important than at any time in the history of the Dominion that the consumption of home-made goods should be stimulated to the fullest possible extent, it naturally follows that when hardware dealers, both wholesale and retail, are advertising, they should bring the products of Canadian, and not of foreign, factories to the front.

That this is not always done needs no illustration to prove.

Time and again one comes across advertisements in which an imported article is declared to be superior to the Canadian-made article.

In some instances the imported article may be superior to the product of the home factory. But why, particularly in times like these, make such invidious comparisons? At any rate, it is more often untrue than true. As a rule Canadian-made goods compare favorably with the imported article. And while in some instances they may not, there are others in which they are even superior.

The critic who goes around with a magnifying glass looking for defects, either in merchandise or in men, does not usually search in vain. In this mundane sphere we can usually find that which we are seeking.

In ethics we are taught to look for the qualities of merit which men possess rather than for the defects that may characterize them. The inculcation of a little of this principle in our attitude of mind towards Canadian-made goods would be any thing but inadvisable.

By giving prominence to Canadian-made, instead of foreign-made, goods, it is not only the interests of the manufacturers immediately concerned that are involved. Large and all as these are, they are what may be termed local. There is an interest still larger involved. And that interest is universal, because it involves the country as a whole.

To discredit Canadian-made goods, which is what, by implication at least, is being done when the emphasis as to quality is being laid upon imported merchandise, is neither wise from a business, nor patriotic from a national, standpoint.

The dollar that is spent on the purchase of merchandise is certainly more beneficial to

the country as a whole when it is home-made, and not foreign-made, goods that are entailed.

Aside altogether from the benefit that may accrue to the home manufacturer in the way of profit, is the still larger benefit that falls to the Canadian workman, for in the cost of producing most articles of merchandise, it is to labor that the larger part of the dollar goes.

That being so, one does not need to search far before discovering that what benefits the workman must in the final analysis benefit the retail storekeeper. It also follows that that which benefits the retailer benefits the wholesaler.

The workman, the retailer, the wholesaler and the manufacturer are all linked together in the chain which holds the trade and commerce of the country together in one economic whole. Should any one of these links be weak the strength of the chain as a whole is to that extent effected.

It is therefore from a purely economic standpoint, leaving patriotism altogether out of the calculation, in the interest of both wholesaler and retailer to give Canadian-made goods the pre-eminence in their advertising.

The advertisement is to-day the most potent force in business. How great its force is no one can determine. But that it is great its wide ramifications amply prove. Where there are no stores and homes the advertisement is almost as widely diffused as the sunshine. Both its influence and its responsibility are therefore great.

Every advertisement which gives pre-eminence to imported goods has a two-fold effect. In the first place it magnifies the foreign article at the expense of the domestic-made. That in itself is bad enough. But it does not end there, for its psychological effect, in the second place, is to create an impression in the minds of the public antagonistic to Canadian goods of all descriptions as well as in regard to that specifically named in the advertisement. Possibly advertisers do not always realize this. But in these times of stress and strain our eyes are being opened to a great many things to which we were formerly blind.



# Making a Good Customer of the Farmer

*Experience of hardware clerk and how he cultivated the trade—  
Methods used to draw farm customers—Selling water pumps*

BY H. G. LARIMER

**W**HEN a clerk, my employers thought the trade to go after was that of the young fellow about the town, that they were the spenders and bought whether they needed it or not, that the farmer would only purchase when dire necessity forced him to do so, and along this line efforts to get business were made.

When I became a member of the firm, this appealed to me—that any large business must have the farmer's trade; that we must have a different system of buying and advertising. I had one idea—to tell people what I had for sale and the price I asked for it. To tell everybody, and keep on telling them. It should be courteous, lucid, and concise. Everyone answering must find in my store the article advertised, and if possible better quality than expected.

## I Begin to Advertise

I made it a point to connect up with the manufacturers of the leading best-known makes of merchandise. Then I opened up the campaign of advertising, using a large space in the local papers and in the small town papers around. I had circulars printed from the advertising, using fair grade of book paper instead of news stock. This made a cleaner-looking sheet, and I had them placed in each home in my own town and in the homes of the smaller villages in the country. I also placed them in the farmers' wagons and buggies. I put up fence signs, used the mails, sent out personal letters, divided my mailing lists into a list for young men, one for older men, one for slim men, one for fat men, and one for families having boys. I sent advertising to appeal to each class. I never used a premium scheme of any kind.

## Trade Comes

The people began to talk. Business began coming. The people, however, were suspicious. They were reluctant in admitting they had called because they had received our advertising, but new faces each day convinced me that something was arousing their curiosity.

Many of them said they never read my ads., and wouldn't believe any ad. they ever saw. They had bit once or twice in years past, but were swindled, and had no faith in advertising. Customers told me the best ad. I could have was to sell the best grade of goods and give the greatest values. I told them we agreed, and that was just the reason I was telling everybody I had the largest assortment for their selection and the best values to be found. That the other merchants didn't advertise very much because they didn't have very much to boast about. That I had the goods as advertised.

## My Best Advertisement

The best paying, pulling advertising I did was to have the ads. I used in the local papers run off on good paper and mailed direct to the people. This was also supplemented by personal letters, well followed up. This proved expensive, but I figured that this was about all I had to charge from the profits of this extra trade

we were getting. I soon established a close relation with those people that has grown into a business that has attracted the attention of the leading manufacturers in America.

## What the Farmer Wants

The farmer wants high-grade goods. We sell them just as good quality, only for a less price than the big city stores catering to an exclusive trade.

He is deeply interested in knowing who makes the wares he buys. When once he finds in them true merit, he is loyal, and it is hard to switch him to another brand.

It has been a serious mistake that many manufacturers have made in advertising only their cheaper goods to the farmers.

If the manufacturer who sells his product through the retailer had advertised to the farmer, many of them would never have formed the habit of ordering from a mail order house.

## OPPORTUNITY IN WATER PUMPS

The question of sufficient and satisfactory water supply is one of vast interest and universal importance, yet many hardware dealers have failed to comprehend this fact and are consequently losing a great opportunity to increase their business and profits, for there are large profits in the sale of pumps.

While the purpose of this article is to direct the dealer's attention to conditions existing that require more and better pumps, and the opportunities open to him for increasing his sales on this line of goods, it is not out of place to say that nothing the dealer can handle is worth to him 100 cents on the dollar year in and year out more than pumps. They are not something for which you have to create a demand. There are many actual needs for them on all sides, every day of the year, and they really sell themselves. The cost of handling is slight and the investment small in comparison with the returns. A progressive up-to-date hardware dealer in the West, who kept a complete record of his business, showed that his pump business gave a profit of more than 22 per cent. over and above the cost of doing business, in which was included every item of cost and overhead expense.

Thousands of homes in the country, villages and suburban districts have been equipped with private water systems which give the same advantages and conveniences found in city houses that are supplied by public water systems, but, for these comparatively few homes so equipped, there are many times their number that are not.

## NEW AMERICAN CONCERNS IN CANADA

The American Well Works Co., of Aurora, Ill., intend establishing a Canadian branch at Chatham, Ont.

The Newell Mfg. Co., Ogdensburg, N.Y., makers of brass curtain rods, etc., intend locating a branch plant at Prescott, Ont.



# Make Your Advertising Bring Maximum Results

*Many dealers do not get the best possible results either from lack of proper copy or neglect to change their ads often enough*

By THE SCRIBE

SOME dealers seem to think that paying money to the printer for space is advertising. At least that is the opinion that one would get from watching the kind of advertising that some dealers do. The writer looks regularly over a large number of newspapers from various parts of Canada and he is struck by the fact—and frequently disgusted too—that many dealers allow the same ad. to run in their advertising space for such a long period that it cannot be expected to produce results.

### Neglect to Change Ads. Often Enough

I have in mind the advertising of a dealer in an Ontario town that is only changed about twice a year. It is very good advertising as a rule, too, but it is left week after week until it becomes unseasonable and must have little or no publicity value, except it be to

advertise the dealer as a listless and unambitious merchant, and giving the public such an opinion is certainly not likely to induce business.

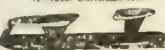
Using space in that manner is not advertising in the real sense of the word, but it is certainly gross extravagance for that merchant to pay good money for advertising space and not get the returns from it that he might.

## Good Copy Makes Difference in Results

Yet, there are many merchants who are failing to cash in on their advertising expenditure in the way they might. All are not as bad as this particular merchant, which is some consolation, but a good many are not securing the maximum returns. Sometimes it is neglect to change the copy frequently enough, and quite often neglect to use the kind of copy that will

# Ice Skates

A—Ideal Christmas Gift



THE GRAY HAT CO., LTD.  
 100 N. W. COR. 4th & Main St., Portland, Ore.  
 Sole U.S. & Can. Mfrs. of the "A" Brand

**CHRISTMAS PRESENTS**

Yuletide is a time of joy and cheer, a time when we gather around the Christmas tree and exchange gifts. But what if you're looking for a gift that's both meaningful and practical? Look no further than the books and records we have selected for you. They are the perfect gifts for the person who loves to read or listen to music.

**A FEW SUGGESTIONS OF THE TRULY GOOD**

Children's Books	Classical Music
Children's Records	Classical Records
Children's Toys	Children's Toys
Children's Games	Children's Games
Children's Puzzles	Children's Puzzles
Children's Stickers	Children's Stickers

**QUALITY AND PRICES**

Our books and records are carefully selected for quality and value. We want you to be able to enjoy your gift for years to come.

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WILLIAMSON BROS. & CO. LTD.

**R. F. JOHNSTONE**  
HARDWARE

Mill Street Acton, Ont.

**Useful Christmas Gifts**

These are some of the many useful and decorative Christmas gifts that we have in stock. They are all of the highest quality and at very low prices. The \$10.00 clock is a real beauty. It is made of solid brass and has a beautiful design. It is a real gift for the home. The \$15.00 clock is also a real beauty. It is made of solid brass and has a beautiful design. It is a real gift for the home. The \$20.00 clock is also a real beauty. It is made of solid brass and has a beautiful design. It is a real gift for the home. The \$25.00 clock is also a real beauty. It is made of solid brass and has a beautiful design. It is a real gift for the home.

Call for Catalogue

**Everything in Hardware at**  
**The ORILLA HARDWARE Co.**  
ORILLA'S CHEAPEST HARDWARE STORE

# THE XMAS TIDE

is very near and you'll be thinking of Gifts suitable for Mother, Father, Sister and Brother. We have made Choice Selections for this

## Gift Giving Season

at prices that will be interesting to you. A few suggestions we make as follows:

### For Instance Silverware

<p>Sticker Spoon, 10 1/2 in. \$2.37 to \$4.00</p> <p>Silver Spoon, 10 1/2 in. \$2.75</p> <p>Sticker Spoon, 12 in. \$3.75</p> <p>Silver Spoon, 12 in. \$4.75</p> <p>Silver and Pew. 12 1/2 in. \$4.50 to \$6.00</p> <p>The Service Spoon and Fork, 10 1/2 in. \$3.50 to \$4.00 per doz.</p>		<p>Small, Medium, Silver Spoon, 10 1/2 in. \$1.75</p> <p>Small, Medium, Spoon, 12 in. \$2.00</p> <p>Small, Medium, Spoon, 12 1/2 in. \$2.50</p> <p>Small, Medium, Spoon, 14 in. \$3.00</p> <p>Small, Medium, Spoon, 16 in. \$3.50</p> <p>Small, Medium, Spoon, 18 in. \$4.00</p> <p>Small, Medium, Spoon, 20 in. \$4.50</p> <p>Small, Medium, Spoon, 22 in. \$5.00</p> <p>Small, Medium, Spoon, 24 in. \$5.50</p> <p>Small, Medium, Spoon, 26 in. \$6.00</p> <p>Small, Medium, Spoon, 28 in. \$6.50</p> <p>Small, Medium, Spoon, 30 in. \$7.00</p>
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Many other pieces very suitable and at Prices Easy to the Pocket Book

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### Cut Glass—

Our Cake Plates, Banquet

Ornate Dinner, Entertaining, Complete Banquet

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### Fancy Lamps and Electric Fixtures

<p>10 1/2 in. \$4.75 to \$5.00</p> <p>12 in. \$5.00 to \$5.50</p> <p>14 in. \$5.50 to \$6.00</p> <p>16 in. \$6.00 to \$6.50</p> <p>18 in. \$6.50 to \$7.00</p> <p>20 in. \$7.00 to \$7.50</p> <p>22 in. \$7.50 to \$8.00</p> <p>24 in. \$8.00 to \$8.50</p> <p>26 in. \$8.50 to \$9.00</p> <p>28 in. \$9.00 to \$9.50</p> <p>30 in. \$9.50 to \$10.00</p>	<p>64 78 36 28 and 37 28</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p> <p>35 80</p>
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### CUTLERY—We Lead for Quality and Quantity of Styles

SAFETY RAZORS

10 1/2 in. \$1.00 to \$1.50

12 in. \$1.50 to \$2.00

14 in. \$2.00 to \$2.50

16 in. \$2.50 to \$3.00

18 in. \$3.00 to \$3.50

20 in. \$3.50 to \$4.00

22 in. \$4.00 to \$4.50

24 in. \$4.50 to \$5.00

26 in. \$5.00 to \$5.50

28 in. \$5.50 to \$6.00

30 in. \$6.00 to \$6.50

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**WELCOME  
TO REGINA**

**PEARL BROS. HARDWARE CO.,  
LIMITED**

**Beautiful Christmas  
Gifts**

— IN —

**Silverware, Cut Glass,  
Skates and all lines of  
HARDWARE**

**Xmas Prices on  
Electric  
Appliances**

Refrigerators, Electric Stoves, Washers, Dryers, Sewing Machines, Vacuum Cleaners, etc.

See our window display for full list of prices.

**Christmas Silverware**

4 Piece, 5 Piece, 6 Piece, 7 Piece, 8 Piece, 10 Piece, 12 Piece, 14 Piece, 16 Piece, 18 Piece, 20 Piece, 22 Piece, 24 Piece, 26 Piece, 28 Piece, 30 Piece, 32 Piece, 34 Piece, 36 Piece, 38 Piece, 40 Piece, 42 Piece, 44 Piece, 46 Piece, 48 Piece, 50 Piece, 52 Piece, 54 Piece, 56 Piece, 58 Piece, 60 Piece, 62 Piece, 64 Piece, 66 Piece, 68 Piece, 70 Piece, 72 Piece, 74 Piece, 76 Piece, 78 Piece, 80 Piece, 82 Piece, 84 Piece, 86 Piece, 88 Piece, 90 Piece, 92 Piece, 94 Piece, 96 Piece, 98 Piece, 100 Piece, 102 Piece, 104 Piece, 106 Piece, 108 Piece, 110 Piece, 112 Piece, 114 Piece, 116 Piece, 118 Piece, 120 Piece, 122 Piece, 124 Piece, 126 Piece, 128 Piece, 130 Piece, 132 Piece, 134 Piece, 136 Piece, 138 Piece, 140 Piece, 142 Piece, 144 Piece, 146 Piece, 148 Piece, 150 Piece, 152 Piece, 154 Piece, 156 Piece, 158 Piece, 160 Piece, 162 Piece, 164 Piece, 166 Piece, 168 Piece, 170 Piece, 172 Piece, 174 Piece, 176 Piece, 178 Piece, 180 Piece, 182 Piece, 184 Piece, 186 Piece, 188 Piece, 190 Piece, 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# Christmas Gifts

that will be appreciated and enjoyed  
by all the family. Get one and settle  
:: the gift question for this year ::

Electric Grills \$6.50

Electric Toasters from  
\$3.50 Up

Electric Irons from  
\$2.00 Up

TABLE  
LAMPS  
from  
\$2.50  
to  
\$60.00

Electric Fixtures or Appliances will make one of the most  
useful and Ornamental Gifts you can purchase

## CULLEY & BREAY

PHONE 1872 35 King St. West OPEN EVENINGS

[illegible]



induce the largest sales. There is much bad advertising copy used by merchants to-day, but it is pleasing to note that the standard of advertising matter used by hardware dealers is showing improvement.

#### Use Suggestions in Canadian Hardware Journal

More consideration and study to the question of good advertising copy is advisable. In this regard the advertising of other dealers will be found helpful, while the suggestive ads. that we are running each month will be found of much assistance by readers in preparing their ads. Many subscribers are finding the suggestive ads. appearing in Canadian Hardware Journal of much practical help to them. Frequently they can be run just as they are with a few minor price changes. Other times, some slight changes will be found necessary to comply with the special requirements of some dealers. At all times, however, the suggestions contained in them will be found valuable. Make use of them.

#### WHAT ADVERTISING WILL DO

The writer attended a meeting of merchants recently and the subject of advertising came up for discussion. One man stated that he was not favorable to spending money on advertising—that he had been in business for so many years, and that he had never done any advertising, and that he had done pretty well in a business way. It must be admitted that he has done quite well in the matter of business progress, but it is a safe bet that if he had done a little advertising that his progress would have been much greater. The outstanding merchandise houses of to-day that have built their business by advertising would no doubt have made considerable progress even if they had done no advertising. The ability and hard work of the men behind them would have assured that, but their stores stand out to-day as concrete examples of what the addition of advertising to other merchandising methods has made possible.

Advertising has proved its worth in a myriad of cases. In every town and city can be seen convincing examples of what advertising has accomplished. The store which a few years ago was small in size, and on a side street, has now become the large establishment on the main corner. Dealers who started ten years ago with a hundred dollars and one clerk, now have an extensive staff and a big capital. Intelligent and persistent advertising has accomplished these things. Advertising is the corner stone on which many a great business has been built. No business is so small, nor no field so narrow, but that intelligent advertising will prove valuable.

#### PLAIN ADVERTISING THE BEST

A plain, direct statement of facts is best in advertising, since the mind of the reader is then not confused by a multiplicity of meaningless words, or superlative adjectives. It is wiser not to use too many words in describing the articles. Price, quality and, perhaps, the fact that the quantity is limited make a good combination to draw trade. In buying space in a newspaper it is not always advisable to cover every inch of it with fine type, although the frugal mind dislikes to pay for too much "waste," as some might suppose a fair margin around the type display would be. Taste in the composition of an advertisement often attracts the better class of buyers, who can spend larger sums, and who might not look at an advertisement full of fine type and closely put together. Now-

adays advertising has become a science and those who understand the writing of this class of literature are paid large sums for their services. There are many ways of saying the same thing, and it makes a great difference in results how advertising is worded. If one cannot prepare good "adv. copy" he should find someone else who understands the matter to put what is wanted in good shape for the printers. In small places the editor of the paper is glad to serve his clients in this way and prefers to do so rather than to have badly-written announcements appear in his pages. It is to his interest to make the advertising pay, and if asked he will respond cordially. He may not know just what is needed, so a rough draft of what is desirable should be furnished to him, and he will shape up the announcement and make it far more effective, as he has made a special study of the subject. He also knows all about the various styles of type that can be used to advantage, and the relative sizes for the various statements in proportion to their importance. This is called "display," and properly used will be found most effective. Advertising writing, like window dressing, is a specialty, and if the business will afford it some bright clerk may be especially trained in this work.

#### ADVERTISING IN THE MOVIES

The moving-picture show is a method of publicity that should be used whenever possible. In these places of amusement the people come to look at what is shown on the screen. Furthermore, they cannot get away from your announcement when shown, and then it should be remembered that many of the manufacturers and some of the jobbers furnish free slides and that the cost of showing these slides is not at all high. In the smaller towns it can be readily seen that moving-picture houses offer splendid opportunities for profitable publicity.

#### ADVERTISING IS NEEDED NOW

Advertising does not lose its power because business occasionally slows down, according to an editorial in a recent issue of a prominent house organ. Publicity is needed more when sales are below normal to stimulate business, than when business is brisk. "Many business houses follow the rule of reducing the amount of publicity promotion during the periods of inactivity in trade," says the article. "Others have found it the exercise of good judgment to wage a campaign for business when there is a lull in the struggle for trade, and these have found good results as a consequence of the foresight displayed. When times are brisk there is always a percentage of trade that comes automatically, but it is when sales are below the normal that goods should be kept on the move. The judicious business man and manufacturer will see the logic of this reasoning and keep his eyes open to the opportunity which many fail to see.

In an address at the university, Ralph Starr Butler, associate professor of business administration of the University of Wisconsin, said: "The man who says he does not believe in advertising does not know what he is talking about. If he really believed what he says, he would tear down his sign, board up his windows, cover up his shelves, make kindling out of his store windows, and do business with intending customers through a hole in the wall."



## Collins' Course in Show Card Writing

*25th of a series of articles  
specially prepared for this  
journal.*

**Brush Exercises.** Fig. 36 shows a number of exercises that are well adapted to familiarize one with handling the brush. The special object of these is to provide practice in turning and twisting the brush in the fingers while working. Some card writers prefer to hold the brush between the thumb and first and second fingers, as shown in Fig. 37. They are able to obtain better results by this method. They find it much easier to turn or twist the brush when held this way than if held between the thumb and first finger, as one holds a pen or pencil when writing. In reality, by this method you should take the brush between the thumb and second finger, holding the first finger clear, then drop the first finger into place as a sort of assistant to the second finger. The brush should rest more upon the ball of the first phalanx of second finger than is shown in the illustration. If you will experiment with both methods of holding it, that is the one just described and the one holding in the ordinary way, like a pen or pencil, you will soon determine which way you prefer. Try such exercises as Nos. 33, 34, 35, 36 of Fig. 36, for with these the brush must be turned gradually while the "sweep" is being made.

For practice it may be well to continue the sweeps even further around than shown in the illustrations. The arrows indicate the direction of the strokes. Note that the strokes are all about the same width. This evenness of width can be accomplished only by turning the brush in the fingers while working with it. By this method of twisting the brush you will save much time in making letters that have curves in them.

The straight lines, Nos. 39, 40, 41 and 42 are exercises for vertical and diagonal strokes. These may be considered one-stroke exercises, but 39 and 40 are given to illustrate that with a wide stem it is sometimes necessary to make two strokes. No. 40 shows these two strokes finished at top and bottom with a cross-stroke of the brush, the direction being indicated with arrows. Nos. 41, 42, used in such letters as A V W X Y Z, etc., would be treated the same at top and bottom.

The other "O G" exercises, 36 to 38 and 44 to 46, do not work into lettering so much, but they are splendid practice in giving free action to the fingers. The brush must be turned while the stroke is being made to accomplish this effect.

If these exercises are practiced many times over, one is sure to profit greatly by them. They will insure great rapidity, ease of action and confidence in man-

ipulating the brush. Fill many sheets of practice paper with them and the time will be well spent.

### Alphabets

The four lower-case alphabets shown this month are a most practical type. Plate 46 is a very neat, clean-cut, classy design and matches the upper-case alphabet shown in the September number of this journal. The style is a little too fancy for general use on a card, and should be confined to special words or lines that need emphasis. It will look well in any color, but shows to best advantage in darker shades on account of the thin lines.

Plate 47 is a fanciful design that can be adapted to general uses. The formation is somewhat extrava-

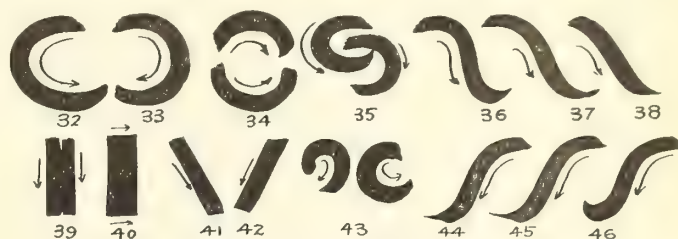


Fig. 36.—Practice strokes to familiarize brush handling.

gant, but it is not hard to execute and reads easily, which is an important matter. It is a one-stroke design.

Plates 48 and 49 are splendidly adapted for general use. They are quickly and easily made, as the slant is one to which we have long been accustomed in our ordinary writing. This slant seems to be most natural in writing or letter making. Both these examples are one-stroke designs and can be used where a great deal of matter goes on a card or for unimportant lines. The only difference between the two plates is 49 is "blocked," that is, has the cross strokes at top and bottom.

### PACKING PARCELS FOR SOLDIERS

The post office department at Ottawa has sent out for publication the following instructions for the packing of parcels for soldiers at the Front:

The public is urged to exercise every care in packing parcels for the troops, as careful packing is absolutely essential to ensure delivery of the parcels in good order. Parcels sent abroad require a higher standard of packing than is necessary in the Canadian parcel post, and this applies with even greater force to parcels for the

abcdefghijklmnopqrstuvwxyz!

Plate 46.—A fancy letter for special use.



a a b c d e e f g h i j k l  
m n o p p q r s t u v w x y z  
Dew Style Carpets ? &

Plate 47.—Semi-fancy style suitable for general use.

troops. Those which are inadequately packed run great risk of damage or loss of contents. Thin cardboard boxes, such as shoe boxes, and thin wooden boxes, should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. The following forms of packing are recommended.

(1) Strong double cardboard boxes, preferably those

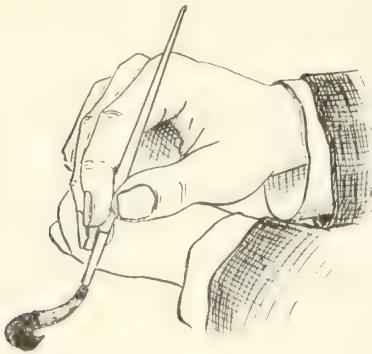


Illustration showing how to hold the brush. Note position of second finger.

made of corrugated cardboard, and having lids which completely enclose the sides of the boxes.

(2) Strong wooden boxes.

(3) Several folds of stout packing paper.

(4) Additional security is afforded by an outer covering of linen, calico or canvas, which should be securely sewn up.

The address of the parcel should be written in ink on the cover preferably in two places. The address of the sender of the parcel should also be stated, in order that it may be returned if undeliverable. The contents of the parcel should be stated in writing on the cover.

In the case of parcels sent to the Mediterranean force, they should be very strongly packed. They

should be as nearly round as possible, and well padded with shavings, crumpled paper, or similar protective material. The outer covering should consist of strong linen, calico or canvas, and should be securely sewn up. The use of wooden or metal boxes with square corners is undesirable, as parcels so packed are liable to injure other parcels in transit. No perishable articles should be sent, and anything likely to become soft and sticky, such as chocolates, should be enclosed in tins. Parcels merely wrapped in paper or packed in thin cardboard boxes, such as shoe boxes, cannot be accepted.

#### HAMILTON MERCHANTS HELP SOLDIERS

The retail merchants of Barton Street, Hamilton, some thirty or forty in number, have formed an association to provide little luxuries—fruit, candies and cigars—for the returned invalided soldiers resident in Victoria Convalescent Home, which is located on Barton Street, opposite the Faulkner Furniture Co.'s store. Every month the members contribute a dollar apiece, so that some \$30 or \$40 worth of tobacco or dainties is distributed among the soldier boys.

The organization, too, has helped make a better and friendlier feeling among all the merchants on Barton Street. H. W. Simpson, of the Faulkner Furniture Co., is secretary. A druggist, J. A. Zimmerman, is president; W. Connor, jeweler, is vice-president; and J. A. Laird, manager of the branch Royal Bank, is treasurer.

#### NO CHANGE IN REMINGTON U.M.C. OWNERSHIP

C. L. Reiersen, of the Remington Arms-Union Metallic Cartridge Co., New York, and Windsor, Ont., writes to Canadian Hardware Journal stating that "in view of rumors which have gained circulation to the effect that this company has changed hands, we feel called upon to advise that the 'Remington Arms

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

Plate 48.—One-stroke alphabet for general use.



*a b c d e f g h i j k l m n*  
*o p q r s t u v w x y z*

Plate 49.—Blocked one-stroke alphabet for general use.

Co., of Delaware, whose plant is located at Eddystone, Pa., and which was sold to the Midvale Steel and Ordnance Co., was merely a subsidiary company, organized solely for the execution of a large order for military rifles. No sporting arms have been manufactured at that plant, nor was there any intention to manufacture such. It was this plant only that was sold to the Midvale company.

"The Remington Arms Works at Ilion, N.Y., the Union Metallic Cartridge Works and the new Remington Arms Works at Bridgeport, Conn., and the Remington Arms-Union Metallic Cartridge Works at Windsor, Canada, have undergone no change whatever, and none is contemplated. These works are still being conducted under the same name, same ownership and same management as heretofore."

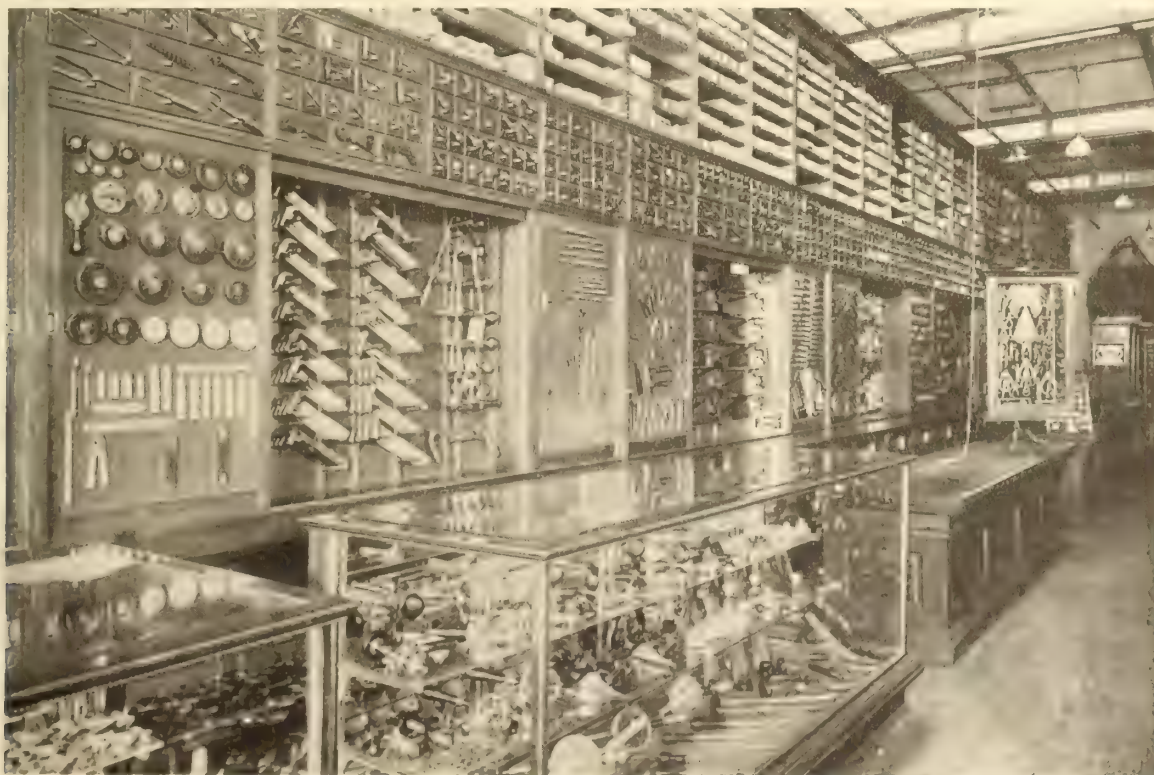
#### NATIONAL CASH REGISTER CONVENTION

More than 800 National Cash Register Company salesmen, representing every city in United States and Canada, attended a big Prosperity Convention at the factory in Dayton, Ohio, Nov. 8-10. Every available hotel room was leased by the company for the

occasion, and dormitories were erected in the office building to handle the overflow.

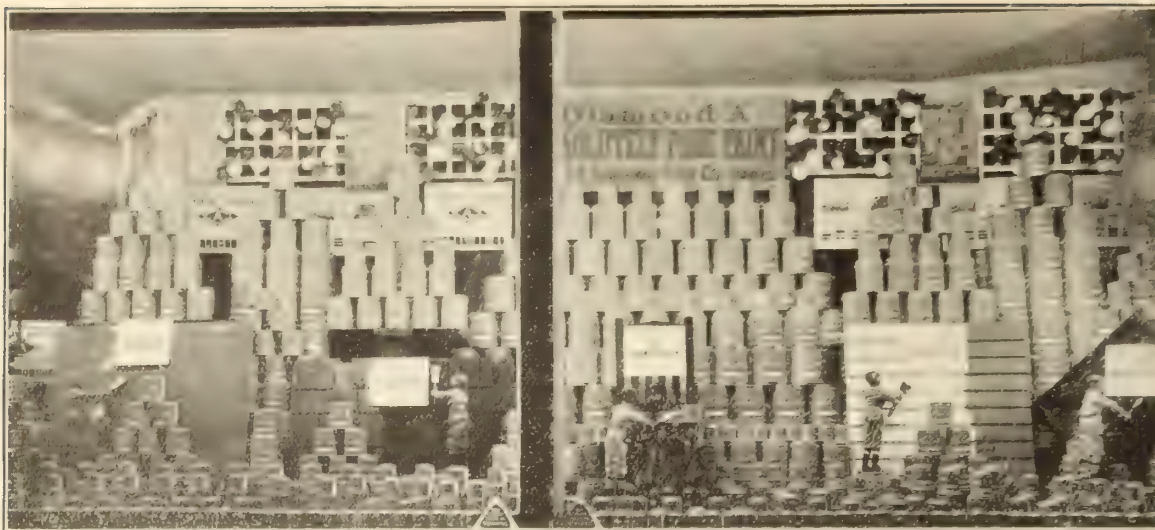
"Business is booming" was the slogan of the meeting. At the first session, following an address by John H. Patterson, president of the company, in which he predicted that the country was about to experience the greatest era of prosperity in its history, a poll was taken of the salesmen. They were asked to tell the condition of agriculture, mining, industry, commerce, and finance in their respective territories. Of the entire 800, over 95 per cent. reported that every one of these five lines had improved tremendously in the last six months.

The major part of the time at the convention was spent in discussing selling methods, store efficiency, how to train clerks, trim windows, etc. One subject on which stress was laid was that of store systems. In this connection, the methods by which the smaller stores may compete successfully with the department stores were determined. It is the desire of the company, it is said, that its salesmen become experts in retail merchandising, so that they may be able to be of the greatest possible service to storekeepers everywhere, from the smallest to the largest.



Value of good interior. The up-to-date tool department of the Cochrane Hardware Co.'s store at "The Soo." This company also has stores at Sudbury and Copper Cliff. The above modern fittings were installed by Cameron & Campbell, Toronto.





How The Ashdown Hardware Co., Calgary, display their ready mixed paints, suggesting to other dealers a window display method.

## Ready Mixed Paints Give Good Profit to Dealer

*Talking points which help sales—Cost less to apply—How mail order houses effect sales—Handling varnishes and flat wall paints*

**E**ACH season evidences a growth in the popularity of ready mixed paints. This, from the standpoint of the local retailer of paints, is a source of gratification, the benefits to the dealer being many.

It is generally conceded that the results obtained where the materials are purchased and the mixing done by the painter are not as satisfactory as where ready mixed paint is used. It is a practical impossibility for a man, experienced and careful though he may be, to obtain as satisfactory results in mixing with a paddle as are obtained in a factory where the mixing is done by machinery. Uniformity in different mixings is difficult to obtain. The result naturally is a lack of uniformity in the consistency and quality of the resulting product as applied to the building. This lack of uniformity with the attendant features is not always conducive to a sense of satisfaction after the job is completed. It is natural that the house owner attribute the trouble to the material rather than to the painter. This does not benefit the retailer who sold the materials, naturally.

Results with high-grade, ready-mixed paints are vastly more uniform and satisfactory. Hence this is one reason why the dealer should talk and work for the sale of the ready-mixed article.

### Mixed Paints Cost Less to Apply

An argument which contains much merit and which may be used with the consumer who is inclined to favor the raw materials to be prepared by the painter is the loss of time thereby involved.

It takes time and lots of it to properly mix paint. Generally, if not always, this is done by the head painter. While he is mixing his paint the helpers are usually killing time at the expense of the property owner. Point this out to the prospective purchaser and show him approximately what he gains in this way through the use of ready-mixed paints and you have gone far toward selling him the ready-mixed article.

Then, too, it may be laid down as axiomatic or practically so, that the high-grade, ready-mixed article

will cover more surface with a more even spread than will the mixed by hand article. It is very possible to prove to the satisfaction of the customer that figured on the basis of a price per building the ready-mixed article is cheaper in cost.

### Dealer Gets Better Profit

From the standpoint of the retailer and his profits, it may be said that there is little room for argument on the statement that ready-mixed paints show a better margin of profit, with less confusion and greater ease of handling, than do the raw materials.

With judicious attention to the stocks, it is possible to do a large paint business in a ready mixed product with comparatively small stock and consequent investment, relying on stock records which enable frequent orders from the factory. In this way, not only is the turnover, and thereby the profits, increased, but the article you sell is fresher and therefore more satisfactory in the results obtained.

The tendency in favor of ready-mixed paints evidences itself in other than the ordinary retail lines. For over twenty-five years the railroads of the country and the big industrial concerns have generally used ready-mixed paints.

All these arguments give the dealer an added talking point in favor of the ready-mixed product.

### LEARNING FROM MAIL ORDER CATALOGUE

Take up a mail order house paint catalogue. The cover is suggestive of the use of paint. Is your "cover"—your store front—well and distinctively painted, and show window suggestive of paint? You'll find in the catalogue interior and exterior color schemes with the itemized and total cost of material—paint, stain, varnish, stencils and brushes, to duplicate it. Your paint manufacturer can undoubtedly furnish similar pictures. Why not mount these on white cards, headed, "Make Your Home More Attractive—Duplicate this Room in Your Own Home



for \$———" (put in cost of material). Give individual and total cost of materials.

Show a photograph of a house painted with your paint headed, "Paint for this House Cost Only \$———" (put in cost of material). Display these cards in your store window.

Why not send out manufacturers' color suggestion cards and slips to your trade with an accompanying letter working out the assortment idea, or have circulars printed with a place left to paste them in? When talking paint mention about what it will cost to do a certain kind of a job for which the particular paint is intended.

Work out the same idea in selling paint for farm wagons, buggies and automobiles, etc.

Show your color panels as prominently, use color cards and manufacturers' advertising matter as effectively and follow up paint prospects as closely as mail order houses do.

Testimonials are liberally used in mail order catalogues. Use testimonials in all your advertising and show window. Keep a testimonial portfolio.

Mail order men agree to replace paint that does not satisfy. Do likewise.

The mail order house illustrates and talks of its quality paint manufacture. They cite fence tests. Illustrated folders on the manufacture of the paint you carry will make good envelope inserts. Show the manufacture of paint in your window by means of photographs supplemented with suitable cards and raw materials. Utilize fence tests and scientific data, showing the superiority of your brand of paints in your advertising, window displays and selling talk.

Mail order catalogues play up the economy of paint because it protects wood from decay and point out that lumber and repair work is costly. They talk of the superiority of prepared paint. They tell how to measure a house for painting and emphasize that their brand of prepared paint can be successfully applied by anyone, driving it home by pictures of women applying paint. They issue booklets instructing people how to properly use paint. Work out the same ideas in your advertising. In window displays, show dolls applying paint.

Study mail order ways for ideas. It pays.—Selling Power.

### BRIGHTEN THE PAINT DEPARTMENT

How does your paint department measure up with the standards of neatness and attractiveness set by the rest of your store, asks an exchange. The advance in the general appearance of paint stores has been very marked. Instead of having a miscellaneous collection of greasy oil barrels and the counters and floors covered with dry colors, the paint department in many stores is now as attractive as any other part of the establishment.

Thrift, in a store, means three things: First, arrangement that economizes in floor and wall space; second, arrangement and fixtures that economize in time and labor of employes and that mean speedy service to customers; third, systematic arrangement of stock so that kindred goods are together and so that loss through breakage, wear and depreciation is reduced to a minimum.

Paint dealers are finding that a clean and attractive store brings larger profits. Some dealers give paint almost as fine show cases and shelving as they do silverware. Improving the arrangement, fixtures, and display of paint in your store will pay dividends.

### SELLING WASHABLE INTERIOR FINISHES

In the sale of flat wall paints there is presented to the retail paint dealer an opportunity to increase his business by pushing a line which is in great demand, and which is yet comparatively new, with great possibilities for the future.

The matter of interior wall decoration has only recently reached a point where house owners are seeking for the flat wall paints and are insisting on their use in preference to wall paper and other finishes lacking in sanitary features. For some time past the paint manufacturer has been educating the consumer to the advantages of washable coatings. While there is still room for a continuation of this educational work, the benefits of that already done should be taken advantage of now.

In washable interior finishes, paint retailers have added to their business a line which yields good returns and attracts to their stores trade which formerly went to dealers of wall paper.

Owing to the fact that these finishes carry a very satisfactory margin of profit, there is a strong inducement for pushing their sale. The user of these finishes is almost without exception a walking advertisement which will result in other sales.

This new method of interior decoration is really only in its infancy, as the manufacturers have been confining their efforts toward producing a perfect product and overcoming suction and discolorations. Methods have recently been perfected which guarantee a perfect foundation, and flat wall paints now occupy a position where their sale will be more rapid than ever before.

### POSSIBILITIES IN SELLING VARNISH

In endeavoring to secure a large prepared paint business a great many dealers have overlooked the fact that there is room for an enormous volume of business in high-grade varnishes. There has been a tremendous growth in the consumption of varnish during the past few years. For sanitary purposes it is of great importance, and is being used in large quantities in hospitals and public buildings. Varnish is no longer considered a luxury, but is looked upon as a necessity. It is used to a great extent on woodwork and metal work of buildings, furniture, agricultural implements, machinery, wagons, automobiles, carriages, boats, etc., and, in fact, on almost everything where wood or metal is exposed. It is also being applied to interior walls and floors of concrete work to give a good surface and prevent the flying of dust.

### PUT A LITTLE PEP INTO THE XMAS CAMPAIGN

IT behooves the clerk to lend his best efforts and energy to the Christmas campaign that is about to open—to put a little pep and ginger into his work and back it up by real enthusiasm. We all know that things have not been as rosy as they might have been this year and the boss needs all the business he can get if he is to make a creditable showing when the books are balanced at the end of the year.

So, do your best for him during the balance of the year. You are one of his lieutenants and he needs your best assistance in the fight for business and a favorable record for 1915. He will recognize and appreciate the fact that you are doing your best for him and the business. Leaving aside the fact that it may prove beneficial to you in a financial way there is much satisfaction to the clerk in knowing that he has done his best.



# Laying Out Pattern for Reducing Elbows

*Method of doing this kind of work*

THIS kind of a fitting, it should be understood, is not one of the easiest to lay out, even though a person is quite familiar with this form of work. The best way to begin this drawing is to first draw the horizontal line A-B indefinitely; and using any place, A, as a centre, describe the half section "A" which is equal in diameter to the large pipe. Now make 15-B and 1-A to the equal radius that the different elbows are to have in the throat.

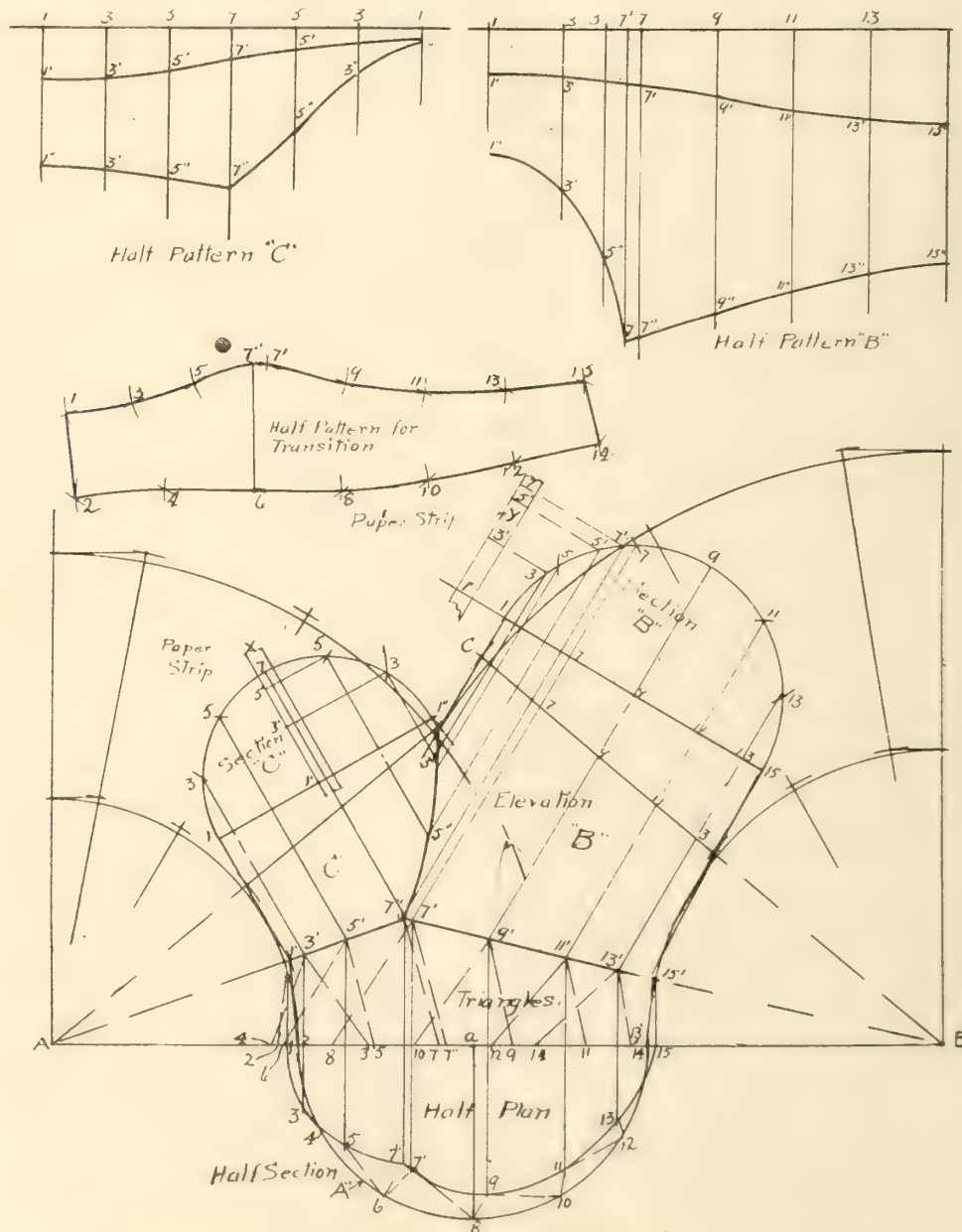
Divide the quarter circle of the smaller one, or "C," in that number of equal spaces as you wish pieces in the elbow, of course making the lower piece longer than is the practice with the butt end of an ordinary elbow. Then draw your mitre line A-7" and A-1" as shown.

Having this much drawn, then draw the lines 1"-1 and from the centre 1' describe the half section "C"

and divide in any number of equal spaces and from these points bring lines down parallel with the sides. Repeat in this manner and produce the angle upon which the part "B" is placed and also describe the half section "B" and divide in the same number of equal spaces as section "C."

In order to produce the true mitre line between the parts "C" and "B," the points in the section "C" are projected on either a paper or a metal strip as shown by X and then placing this paper strip in the position as shown by Y. From these points on this strip project lines until they meet the arc as section "B"; from these points bring lines down until they meet like numbered lines from section "C" as shown in points 1", 3", 5" and 7".

The lower mitre line 7"-B can now be drawn after which lines from all points in the section "B" are



Patterns for reducing elbows.



dropped to it as shown in points 15'-13'-11'-9', etc. To construct the half plan of a view showing these mitre lines, drop lines from all these points into the half section "A," and with your compasses pick the length of lines as 13-13; 11-11; 9-9, etc., from section "B" and set them on like numbered lines in plan, thus marking points 13-11-9 and 7'. Next pick the length of lines as 3-5-7 in section "C" and place them in the half plan as shown by 7"-5-3. Through these points trace a freehand curve, and you have a plan view of the mitre lines 1'-7"-15' in elevation.

Divide the half section "A" in as many equal points as are made by the other points in the mitre line, and draw lines in the manner shown. Determine the true lengths for these lines by using the vertical lines that extend up from the line A-B to the mitre line; in this way much time can be saved that would otherwise be consumed in making new lines and projecting or transferring the heights, which is not always done accurately. So with your compasses, pick the lines as 1-2; 2-3; 3-4; 4-5, etc., from plan, and by using each vertical line as centre mark the distance on the horizontal line as shown. To clarify your true lengths draw lines to the various points in the mitre line, thus giving you the different radii lines to develop the pattern for this portion of the fitting.

To save other work it is best to lay the pattern out for portion "B" and "A" first. Therefore draw a line as 1-15 and with your compasses pick the spaces from sections A and C and step off the spaces on these lines as shown.

Note.—It is best to place the true circumference on this line and then divide it separately because material is lost in taking the spaces from the sections.

With your compasses pick the length of lines as 15-15', 13-13', 11-11', etc., from elevation "B" and step them off on like numbered lines in pattern as 15-15", 13-13", 11-11", etc. Through all these points trace your freehand curve and you have the lower outline for the pattern "B"; the upper outline is produced in the same way, and in like manner lay out the half pattern for "C" which is by taking the length of lines from point "C" in elevation and placing them on their proper lines in pattern. In laying out for the pattern in lower transition piece first draw a line in length equal to 7-7" in triangles, as shown by 6-7" in pattern.

With the compasses take the space 7-7" from the half pattern "B" and, using point 7-7" in pattern, strike arc as at 7'; then reset your compass equal to the line 7'-7" in triangle and, using point 6 in pattern as centre, cross arcs as in point 7'. Next take the space 7"-9" from pattern "B" and from 7' strike the arc 9; next reset your compasses equal to one of the spaces in the half section "A" and using point 6 in pattern as centre, strike arc as at 8.

Pick the lines 7'-8 from triangles and, using 7' in pattern as centre, cross arcs as in point 8; next pick the line 9-9' from triangles and, using point 8 in pattern as centre, cross arcs in point 9. Now strike the arc 11 equal to the space 9"-11" in pattern "B" and the lower arc 10 equal to one of the spaces in half section "A"; then cross these arcs with lines 9'-10 and 11'-11 as shown by 10 and 11 in pattern.

Repeat in this manner until points 14 and 15 are established; then describing the arc 5 equal to 7"-5" from the half pattern "C," while the arc 4 is the same as those in half section "A," cross these arcs with lines 6-5 and 5-4 from triangles. Continue that way until

points 1 and 2 are located. Through all points where arcs cross, trace your line and the half pattern for the transition piece is finished. All necessary edges must be allowed extra according to the amount required for seams or rivets.—American Artisan and Hardware Record.

## WINNING CUSTOMER THROUGH SERVICE WORK

A retail merchant, formerly a traveling salesman for a large American stove and furnace manufacturer, relates the following example of unusual "breaking in" methods. Selecting the dealer in a certain town with whom he wished to place his line, this salesman walked into the store one day without introducing himself and began a conversation with one of the retail salesmen. In the course of their talk he condemned in plain, strong language the display methods which were being used; this, by the way, was overheard by the proprietor. Giving as a reason that he was interested in such work, he prevailed upon the employe to remain after closing hours for a rearrangement of displays. That evening a number of radical changes were made in the floor arrangement of show cases and display stands. A surprised and pleased owner entered the store the next morning. Later in the day the salesman called again. He then met the head of the firm for the first time. The deal for handling furnaces was closed, and when it came to a question of displaying one on the floor the proprietor learned that in the new display plan effected the previous night the traveler had kept this point in mind. In the most prominent part of the store was space which would readily accommodate a furnace. Afterward, for this retailer proved a successful furnace dealer, he admitted that the closing of the original sale was brought about through the interest the traveler had demonstrated in his service work on that first evening.

## STEEL PORTABLE HOUSES

The building of several hundred thousand portable houses of structural steel and galvanized sheets is proposed by several of the allied governments, and Eastern manufacturers are now considering inquiries calling for very large tonnages for this purpose. France alone plans to build 100,000 houses, requiring about a ton each, and the other entente powers are expected to build a proportionate number. These buildings are to protect the soldiers at the Front and also to provide shelter for inhabitants of territory which has been devastated by war.—Iron Trade Review.

## FOUR HITS WITH ONE SHOT

There was a clerk, and the clerk was asked for an article that was not carried in stock. But the clerk said: "If you will leave your name and address, we'll order one, and have it sent to you."

The man left his name and address, and in due season the article was sent him. The clerk had made several points.

He had made the store a profit on the article.

He had pleased and served the customer.

He had created a friendly feeling toward that store in the mind of a probable future customer.

He had obtained in a very legitimate manner the name and address of a consumer.—Inland Storekeeper.



# Stove Selling Schemes for Hardware Dealers

*Plans that others have tried—Stove auction—Display for department and window*

In a department "Little Sales that Brought Big Profits"—a writer in an exchange tells of a Pacific Coast dealer who is somewhat of a crank on disposing of seasonable stock. He was fortunate enough to clean out all except his line of display ranges. One range, with a record of having been shown 180 times (a careful record is kept of all "lookers" names, addresses and opinions—if any—so that the time spent in showing is not lost) received high commendation from those viewing it, but it did not sell.

The manager decided that it ought to move, so he planned to use a "scheme" to effect the sale. To the list of those who had "looked" were added several hundred names of likely prospects, embracing those who had lately moved into other houses or who were known from other records to be in the market. Every attempt was made to have the list right, for no matter how good the circularization plan, if the list is faulty it is bound to fail.

While the basis of the plan was the letter, yet the essentials were all brought out in a small advertisement, stating that the regular retail price of the range fully equipped was to exceed \$60, yet the price would be reduced fifty cents a day until it was sold. The prospective purchaser was advised not to wait, but to put his bid in the envelope accompanying and then all bids would be opened fifteen days after the reduction started.

Proofs were struck off in the printing office and sent with a personal letter calling attention to the opportunity and advising a high and immediate bid. Results: One bid of \$58.51; one bid of \$54.50; two bids of \$51.50; one bid of \$49; seven bids of less than \$49. Final results: Five immediate sales at \$58.51; smaller sales of four ranges with equipment at from \$35 to \$45.

"The greatest result," says the manager, "was the demonstration of something that I have always believed but have never before actually demonstrated, that ranges may be sold fully equipped, and should be talked in connection with kitchen equipment. A sale of over \$450 resulting from the attempt to dispose of a hold-over range alone is very profitable, but the new sales angles that it brings out are worth more than the actual profit, to a live man."

## AUCTIONS OFF STEEL RANGE

A hardware dealer in Michigan who handles stoves, furniture and hardware, recently auctioned off a high-grade steel range, selling to the highest bidder, and reports that the sale did him a great deal of good from an advertising standpoint.

The sale was widely advertised and people came for miles to bid on the stove—the bids were sealed bids and were all opened at the same time at the store, so that no one would know what others had offered for the stove.

When the bids were opened it was found that the highest was \$40.50—this took the stove. The bids ranged all the way from \$30.00 to \$40.50.

In addition to the stove that was auctioned off in this way two other steel ranges were sold as a direct result of the advertising of the auction. But the dealer

says the thing that he really held the auction for was to get a line on people wanting to buy a stove. Of course no one was going to make a bid on the range if they did not actually want to buy a stove. The store has thus got a fine list of good, live prospects that will no doubt soon develop into real sales. The expense of advertising the auction was small and the stove brought just about the wholesale price plus freight, so it was undoubtedly a good piece of advertising.

## DO NOT OVERCROWD

Stove displays should not be overcrowded. Use one or two neat show cards with each stove and point out some special features to be found in connection with the stove. Every stove has features which, if pointed out, will prove interesting to intending purchasers. Do not go over the customer's head and deal in technicalities, but point out departures in which the housewife is interested.

## SUGGESTING STOVE SALES

With a little ingenuity in preparing his own advertising copy, the dealer can impress his possible customers with the fact that he is alive to local conditions and prepared to meet their needs most effectively. It should always be borne in mind, also, that many a man—and woman, too—who really needs a new stove or range doesn't know it. The old one has been growing less efficient and more wasteful of fuel by imperceptible degrees, and it requires some good publicity work to make the owner of such a stove or range read an advertisement and act on the suggestions it contains.



Western dealer's novel conception of stove window.



# Keeping a Check on Automobile Supplies

*How a U.S. dealer recorded his tire sales—Gasoline sales by tickets—Look after window lettering*

In the accompanying illustration is shown a tag, described in Motor World, which was used to great advantage in keeping track of all information pertaining to the tires sold by an Illinois dealer.

This man had had trouble about some of the tires which he had sold.

One of his customers had come in with a kick on tire mileage. He said he bought a tire and had run it only

504	<b>TIRES</b>
	<b>Nettz Garage</b>
	<b>Dixon, Illinois</b>
SIZE.....	
DATE.....	
-----	
504	NAME.....
	ADDRESS.....
	SIZE.....
	SERIAL NO.....
	DATE.....
	SPEEDOMETER READING.....

Tag used by an Illinois garageman for keeping track of the tires in stock and of the tires sold.

2,000 miles, whereupon the tire had inconsiderately gone to pieces on him and caused him an undue amount of trouble. And since the dealer had sold the tire he was to blame.

The man who said "The customer is always right" should revise it to read: "The dealer is always wrong."

Now, he knew the car owner was trying to put one over. He knew that in the length of time the tire had been in service it was quite improbable that it could have been driven the short distance the owner said it had been. In fact, Nettz was so sure of it that he told the customer this very same thing.

"I remember—" he began.

"I don't care what you remember," retorted the customer. "I'm telling you the tire gave out inside the guarantee and I want you to make good on it. That's all!"

He made good. What else could he do?

## A System of Records for the Tires

The result of this and similar experiences was the evolving of the tag shown in the illustration. The tag is divided into two halves by the perforated line. The upper and lower halves carry the same number and spaces for the size, make and serial number of the tire. The lower half in addition has spaces for a name, address, date and speedometer reading.

For every tire that goes into stock a tag is made out. The upper half of the tag is tied to the tire; the lower half goes into a drawer in the office, filed in numerical order, according to the serial number of the tag—not of the tire. When a man comes in to buy a tire and any tire is taken out of stock, the half of the card in the

office is filled in with the buyer's name and address, the date and the speedometer reading of the car.

This half of the card, which had been filed serially in the drawer, is then put into another place and filed alphabetically under the buyer's name. All the cards remaining in the serial file represent the stock on hand. If the buyer comes in later and makes a claim the card at once shows the whole story. Checking the present mileage on his speedometer and that given on the card shows just how far the tire has run.

The tag also is a check on stock, for a glance at the serial file drawer shows at all times the condition of the tire stock.

This scheme suggests other ideas that ought to be useful to dealers handling auto supplies.

## SELLING GASOLINE BY BOOK OF TICKETS

W. Walker & Son, Toronto, sell gasoline for cash only and dispose of from 350 to 450 gallons per day. Books of tickets are used. Each book contains eight sheets, and each sheet consists of five tickets, easily torn apart on account of the perforated division. The book contains 40 tickets, each good for one gallon of gasoline. The price of the book depends on the price of gasoline. At 15 cents a gallon the book would sell for \$6.00, cash in advance.

When a car owner possessing a book calls for gasoline he exchanges tickets for gasoline, thus saving his own time and the salesman's by not having to wait for change.

Each book and each ticket is numbered. As the tickets are turned in they are filed away according to number and by checking up the number of tickets that have been turned in a clerk can tell how many tickets are still in the possession of any customer.

This system is handy in case a book should get lost. The owner informs W. Walker & Son that he has lost his book. By referring to the file where all "turned in" tickets are filed for reference, it can be seen at a glance how many tickets are still good, although lost, and the customer is thus allowed to secure all he has paid for. The clerks are then instructed to cancel No. 14 tickets and if the lost book is presented by another auto driver it can be confiscated.

## SHOW WINDOWS SPOILED BY POOR LETTERING

An accessory store window obstructed by lettering too low down is about as attractive as a good-looking girl wearing a heavy veil—the one defeats the purpose of the other. The road man has seen many good accessory windows that were spoiled because the lettering prevented a full view. Such misuse of display space is unpardonable and should be corrected.

A speaker at the Pacific Northwest Hardware Association, which met in Seattle, Wash., a few weeks ago, claimed that "nearly 40 per cent. of all the money spent in that State last year went to pay for automobiles, their upkeep and accessories." A good accessory stock, he further said, would cost from \$500 to \$800, and it would pay as well as any line in the dealer's stock.



## A Little Talk on "Talk"

*Containing a few suggestions for salesmen*

**H**IS talk, and the manner in which he talks, plays an important part in the success of every salesman. On it depends to a large extent the impression made on customers. It may work either for good or bad. The amount of sales which a person makes is determined largely by the manner in which arguments are presented to customers.

Many clerks do not talk enough. When they have taken a customer's order, they say "thank you" and crawl into their shell again, without any effort to be friendly, or any attempt to introduce other lines that the customer might be induced to purchase.

A clerk may also talk too much, as well as too little. By not knowing when to stop he may spoil the whole effect of his arguments. You remember that story of Mark Twain's, showing the result of too much talk and illustrating the necessity of knowing when to stop talking?

A man went to church to hear a missionary give an address. The speaker dwelt upon his favorite subject, telling of the need of funds to carry on the work, and doing so in such a manner that this man became enthusiastic, and impatient for them to pass the collection plate that he might give them all his handy cash and then rush to the bank to draw out his savings of \$200 for the cause. But the speaker wanted to clinch his arguments and he continued on and on in a long, tiresome and nerve-racking talk. The enthused man began to lose interest. His enthusiasm began to dwindle. When at last the speaker had finished his long drawn-out discourse, and the plate was passed, this man, who had worked up to fever heat, slipped 10 cents quietly on to the collection plate.

In the same way, the salesman after handing out a convincing line of selling talk, frequently spoils it all by not knowing when to stop.

Another brand of salesman has plenty to say and talks about everything from the weather to the church news, but forgets entirely to introduce any business into his talk. The valuable salesman is the one who can sell over and above actual demand, and when he has a customer before him, is his opportunity to do so. Instead of talking about the weather and kindred subjects, let him deal with things that will assist in sales.

Then, there is the salesman who might be called the "rhymers." He rushes over everything he has in stock from A to Z in less time than he should devote to one article. He might just as well save his breath and his customer's nerves in so far as results are concerned. He talks in circles and never arrives.

Knowing the importance of talk in business, every person in the store should carefully select his subjects, his grammar and his manners that he may escape the errors which he is liable to commit.

### POINTERS FOR THE CLERK.

Nothing is cheap enough to be wasted.

Much better results can be obtained in the store by team work.

Give just as much attention to the little buyer as the big buyer. Only in that way will the little buyer become the big buyer.

Enthusiasm among the sales force will aid materially in the increasing of sales.

Give the store a change, a new appearance, as though new goods were coming in right along.

### PRACTICAL HINTS FOR THE CLERK.

*By The Boss*

Do you really know how to break the string in tying a parcel? If not, get someone to show you the hook hold that allows the string to be broken easily. I have noticed quite a few clerks recently using the awkward and uncomfortable straight pull method.

\* \* \*

It is a good plan for the clerk to visit other stores occasionally and observe how other clerks approach and handle customers. You will get many valuable hints in this way.

\* \* \*

The kind of salesmanship that does not mean profit to the store is certainly not the kind that will command a raise in salary.

\* \* \*

Be cheerful. Cheerfulness on the part of the clerk is a big trade attractor. Gloom oppresses customers and discourages buying.

\* \* \*

Customers are not very likely to buy from the man who acts as if he did not care whether they buy or not. The independent acting clerk will have independent acting customers.

\* \* \*

Taking something that does not belong to you may seem in your mind to be one of a number of mildly called acts, but in the mind of the law it has but one name.

### THINGS FOR A CLERK NOT TO SAY

"What is it?"

"Something for you?"

"What price?"

"How many do you want?"

"How much do you want to pay?"

"Do you want something?"

"You wouldn't want this, would you?"

"You don't want this, do you?"

"I'll show you what we have got."

"This is all we have got."

### THE HARDWARE GAME AS I SEE IT

*Observations of the Delivery Boy*

Politeness costs little, but brings in mighty big returns.

When we laugh at our troubles we lighten them. Trouble and smiles don't chum together.

The seat of some clerks' trousers wear faster than the soles of their shoes.

The clerk should reduce his work, not by doing less, but by having a system of doing it quickest and easiest.

When you find yourself wondering if the clock isn't slow, it is time either to take a fresh start or make a change.

You can't judge a clerk's selling ability by the volume of his talk, any more than you can judge the speed of a steamboat by the loudness of its whistle.



# Some Important Points in Regard to Fire Insurance

*Explained at the request of an Alberta reader—Every dealer should be fully and well insured—How to make sure of this.*

THE question of insurance is one of great importance to every merchant and yet one that the average dealer does not give the thought and attention to that he should. It is unfortunate yet true, that not a few merchants if burned out to-day would find themselves in bankruptcy, while others would experience a setback that it would take years to recover from. Such dealers are not fair to themselves, nor to their family or their creditors. Every retailer should see that he is fully and well insured against fire—and now, not after the fire, is the time to give consideration to this important question.

## Stock Sheets as Proof of Claims

In order to be certain that he is fully insured, the merchant must know the amount of his stock. It is taken for granted that the dealer is running his business in a business way, and that stock is taken at least once a year.

Indeed, this is one of the values of stocktaking—the stock sheets are at hand to prove loss at once in case of fire, and this rapidity of settlement reduces loss of profit from business being demoralized. When claims are settled up at once, the merchant can get business under way without delay. Stock sheets should be filed away in the safe after each stocktaking.

## Short Term Policies

When the stock is increased the amount of insurance should be increased also. Dealers who enlarge their stock at certain periods of the year can get short term policies. The rate on these is higher than ordinarily, but the dealer needs the protection. Some fire insurance companies allow a percentage off the premium when 80 per cent. of the stock is kept insured during the entire year. Insurance up to 80 per cent. of stock is considered fairly good protection, although a dealer can ask for insurance up to 100 per cent.

## See That Policies are Properly Worded

The dealer should not only be fully but well insured—his insurance should really insure and protect. A reliable company should be chosen. The dealer should assure himself on this point.

Next, he should make certain that his policy reads so that in case of fire he will really receive the amount he expects. Look over your policies carefully and make sure that they read concurrently, that the description of your stock and premises is worded in the same way in each policy, if insured in more than one company, and that each has notice of the insurance carried by the others. This latter is an important point, because in the past it has been an argument for non-payment by some companies.

Canadian Hardware Journal:

In a recent issue you had an editorial on fire insurance. An article on this subject would be greatly appreciated, telling how to prove fire loss, and how to understand whether protection is adequate. You say "that the dealer should see that his policy reads so that in case of fire he will receive the amount he expects." Please go into the details. We may say that we look upon your paper as a monthly business tonic.

READER.

Alberta.

## Insurance a Necessary Expense

Frequently the excuse given by a dealer for carrying insufficient insurance is that the premium is high or prohibitory. This is not by any means a sound reason because where the rate is above the average the fire risk must be great, and there is

all the more reason why the dealer should be well insured.

## Rate Can Sometimes be Reduced

There are certain things that can sometimes be done which tend to lessen the risk and accordingly the rate. The dealer would do well to consult the local agent as to ways and means whereby a reduction may be effected. For instance, rates vary according to the number of stoves in a building. More has to be paid where paints, oils or gasoline are kept, although even in this case the charge may be reduced by keeping these lines in separate buildings, removed from the store, or in properly equipped tanks. The insurance company can generally make some good suggestions. Especially when a new building is being erected, the advice of an insurance company should be secured as to what kind of a building will give the lowest insurance rate.

Fire is something in which the dealer should use the ounce of prevention. No matter how well he is insured, no honest dealer wants a fire. Accordingly, every precaution should be taken. Premises should be kept clean and free from rubbish and waste paper. Clerks should be instructed to be careful in the use of matches. Electric wiring should be given attention. Flimsy decorations should be eliminated.

These things are all worthy of the attention of the dealer. Every merchant should protect the property attained by years of hard work from being wiped out by fire.

## CAMPAIGN FOR UNIFORMITY OF LAWS

The Canadian Credit Men's Association, at its national convention in Winnipeg, decided to keep hammering away at the various legislatures with a view to securing uniformity of laws in the Dominion.

The need for more uniformity is generally recognized by the retail as well as the wholesale trade. It is hoped that some assistance of value to the movement will be given by the Canadian Bar Association. The Credit Men's Association has asked each of the provinces to contribute \$2,000 to assist the Bar Association in work along these lines.

Jones: What's the best cure for toothache?

Smith: Walk about half-way to the nearest dentist.



## Remember Hardware Convention Next February

The executive officers of the Ontario Retail Hardware and Stove Dealers' Association are working on the details for the smooth running of the 1916 convention at the King Edward Hotel, Toronto, on February 22, 23 and 24, and it behooves the captains and their assistants to make a big effort between now and the end of the year to boost the membership campaign. Announcement will be made later in regard to the convention program, but judging from the way in which new members have come in it is safe to say that the coming convention should be one of the biggest and most helpful of the dozen annual sessions of the O.R.H. & S.D.A.

### VALUE OF ASSOCIATION MEMBERSHIP.

Good fellowship alone would be ample justification for the trade organization. This is what President Walter D. Foss said recently before the Boston Paint Club:

"It has always seemed to me that one, if not the greatest feature and benefit of our own as well as any other trade association is the friendships that are formed by the mixing of social pleasures and advantages with our business relations. There is no reason why our very best friends should not be chosen from our business associates; in fact, it seems only natural that such should be the case. These men with their shoulders to the same wheel we are pushing are the men with whom we have common interests; therefore, they should be our intimate friends, and we should be theirs. The day of the little man, struggling along alone, is rapidly passing. There was, perhaps, a time when business men looked upon competitors as enemies to be shunned as much as possible. Not so today. The up-to-date business man, no matter what his line may be, must have every consideration for his competitors as well as his customers. There is no place for ill will in his makeup; he must extend at all times the helping hand to his less fortunate brother and have due respect and admiration for his competitor who passes him in the business race. There is no one instrument which does so much toward engendering and fostering the friendly business spirit as our local trade clubs and our national conventions, where we meet men with whom we are associated in a business way, and forget for awhile those subjects which win our bread; we are all much better acquainted and better able to understand the business actions of each other. I am sure that any of us who have been actively associated with our local clubs, or the national association, for even a few years, would be loath to part with the friendships, pure and simple, there formed, without taking into consideration the financial advantages, directly and indirectly, which are bound to accrue."

### VALUE OF PRICE BOOK

Here are some further additions to the letters received by President Macpherson, telling of the worth of the price book gotten out by the Ontario Retail Hardware Association.

J. C. Wanless, Chatham, Ont.—"This is a real ser-

vice to the hardwaremen of Ontario, and so much has been accomplished that I am sure every hardwareman in Canada will be glad to become a member of the association and receive the benefits derived."

Mills Hardware Co., Hamilton, Ont.—"These forms are well constructed and are very necessary to place any hardwareman in a position to render quicker service to the public. These forms alone are worth the association fee alone to any hardwareman who is not already a member."

F. F. Balsden, Cargill, Ont.—"Folio and price lists received, and am delighted with same. I would not be without this feature for a good many times the membership fee, not speaking about the many other aiding features the association gives us."

John Stewart, Westboro, Ont.—"I acknowledge folio of price lists and am making good use of them."

L. C. Wideman, Charlton, Ont.—"I received price lists and think it is the best idea for price lists I have ever seen, combining economy and convenience and will be a great time-saver to the retail merchant. The folio of price lists that are given, and that will be issued from time to time, alone are worth more than the price of membership."

I. W. Bennett & Son, Gananoque, Ont.—"Received lists issued by you some time ago. We figure they are worth at least ten dollars of any hardwareman's money, and are sure that your efforts will bring a large number of new members into our association."

La Compagnie Martineau, Quebec, Que.—"We have received price lists; they are very useful and well made. It is a great help to the retail trade and we could not do without them once we have begun to use same."

H. H. Otton & Son, Barrie, Ont.—"It is an excellent help and service to all hardware clerks, and save much time."

A. E. Bottum, Bobcaygeon, Ont.—"We appreciate the lists very much; would suggest adding the wood screw list when possible."

R. H. Blackmore, St. Thomas, Ont.—"It is a step in the right direction; I think they are fine."

G. A. Binns, Newmarket, Ont.—"My impression is the lists received are one of the greatest helps to the hardware man. If he will spend a little time to put them in shape he will be surprised how smoothly things will work, especially along those lines which formerly have been so difficult to have the staff quote uniform prices."

E. W. Chard, Toronto, Ont.—"I think that the price lists will be a great help to a large number of hardwaremen; it will be to me, anyhow."

H. Oecomore, Guelph, Ont.—"I think the lists are just fine, and, while I will not need all of them, those that I can use will be of great help. Our members should appreciate them very much."

A. M. Oldham, Weston, Ont.—"First class. Complete the binder with all lines possible."

Estate D. Doyle, Hawkesbury, Ont.—"A very useful price list; I beg to compliment you."

T. M. Nash, Wellington, Ont.—"These price lists are fine and should increase the membership of our association."

A. L. Shiells, Kincardine, Ont.—"I am much pleased with the binder and lists that you sent. It is a fine way to have our costs and retail prices looked up so easily."

R. J. Anderson, Hamilton, Ont.—"I find it very handy."

G. A. Elliott, Brantford, Ont.—"The price list is a move in the right direction and fills a longfelt want."



## BUSINESS CHANGES

### Alberta

Bowden.—C. F. Washburn, hardware and furniture, commenced.

### Saskatchewan

Torquay.—L. Carlson, hardware, commenced.

Kandahar.—P. Johnson, hardware, sold to F. J. Banders.

Alsask.—W. H. Warinton, hardware, succeeded by W. Groa.

Moose Jaw.—South Hill Hardware Co. have sold out their stock.

Tribune.—Hawbaker & Brown, hardware, sold to Benning & Kyle.

Woodrow.—Jackson & Harper, hardware, succeeded by F. E. Harper.

Expanse.—Isabella Schultz, hardware, succeeded by D. A. Reindoehl.

Cadillac.—Gunn & Buckwold, general merchants, adding hardware

Bredenbury.—Estate of P. S. Hall, hardware, stock sold to Cook Bros.

### Manitoba

Winnipeg.—Bon Accord Hardware Co., commenced.

Kelwood.—W. Bristow, hardware, sold to J. Arnovitch.

### Ontario

Shelburne.—R. A. Jelly, hardware, sold to J. A. Yeo.

Toronto.—Ideal Foundry & Hardware Co., obtained charter.

Port Stanley.—H. M. Ellison, hardware, sold to Fred. J. Mitchell.

Bruce Mines.—O. T. Ballentine, hardware, sold to F. G. Braithwaite.

Fort William.—Estate of Geo. P. McLaughlin, hardware, balance of stock and fixtures sold to H. Heavey.

Campellford.—D. W. Douglas, hardware dealer and automobile agent, has sold his hardware business to Owen & Birmingham. D. A. Owen, hardware, of the same place is also succeeded by Owen & Birmingham.

### Quebec

Hull.—J. A. Barette, hardware, sold out.

Three Rivers.—Hebert & Frere, tinsmiths, registered.

## Canadian Trade Notes

W. J. Young has discontinued his tinsmithing business at Lucan, Ont.

Yukon Copper, Ltd., Ottawa, with \$200,000 capital, has been incorporated.

Reliable Oil Co., Ltd., Montreal, has been incorporated with a capital of \$40,000.

The Imperial Oil Co., Ltd., has increased its capital from \$15,000,000 to \$50,000,000.

The Western Oil Co., St. Catharines, has been incorporated with a capital of \$40,000.

Geo. A. Ingram, of Ingram & Davey, St. Thomas, Ont., was elected to the board of education recently.

The Ontario Steel Products Co., Gananoque, Ont.,

have a war order for automobile springs and trench-digging shovels.

National Steel Products, Ltd., Toronto, has been incorporated with a capital of \$100,000.

The Canadian Hanson & Van Winkle Co. are building a \$5,000 brass foundry at Toronto.

The Dominion Register Co. have moved to larger premises at 235-245 Carlaw Ave., Toronto.

Edwin Chown & Son's hardware warehouse at Kingston, Ont., was damaged by fire recently.

License Bros., dealers in sporting goods at Toronto, have sold their business to Harry Partington.

Robert D. Stevens, of the Canada Paint Co.'s Montreal staff, has joined a corps for overseas service.

The Canadian Chadwick Metal Co. have opened a branch at Hamilton for the making of munitions.

Utilities Equipment Co., Montreal, capital \$40,000, to make electrical apparatus, has been incorporated.

Fire in the business section of Sorel, Que., burned out J. Berthiaume's and Edouard Gauthier's tinsmithies.

C. W. McGuire, manager of the London, Ont., branch of the Imperial Oil Co., was elected president of the Ontario Commercial Travelers' Association.

The Waugh Mfg. Co., a branch of The International Safe Co., of Fort Erie, is opening a factory at Amherstburg for making safes and counter registers.

Willys-Overland, Ltd., Toronto, capital \$6,000,000, has been incorporated to take over the Russell Motor Car Co., Ltd., and conduct the business of the Willys-Overland Co. in Canada.

The Roxton Falls (Que.) Mfg. Co., Ltd., capitalized at \$100,000, and the Transeona Shell Co., Ltd., Montreal, with a capital of \$50,000, are two new munitions concerns recently incorporated at Ottawa.

Gray-Dort Motors, Ltd., has been incorporated with a capital of \$500,000, to make, buy and sell automobiles, parts and supplies. Chatham, Ont., is to be headquarters and the provisional directors are Robt. Gray, W. M. Gray, and Manson Campbell, of Chatham, and J. D. Dort and D. M. Averill, of Flint, Mich.

## News From Western Canada

Stanley Bros.' hardware store at Hanna, Alta., was damaged by fire recently.

Stanley Yeeny, hardware dealer at Esterhazy, Sask., has added groceries to his stock.

Scherban & Szntiak, hardware dealers at Krydor, Sask., are succeeded by Szntiak & Stus.

L. Kelly, hardware dealer, Viking, Alta., was married recently to Miss W. O'Leary at Edmonton.

F. C. J. Hawkins, credit manager for the J. H. Ashdown Hardware Co., Winnipeg, died suddenly there recently.

J. S. Miller, lately of the J. H. Ashdown Hardware Co.'s, Calgary, staff, died in the military hospital at Shorncliffe, Eng.

Joseph Soupy, hardware dealer and reeve of Aylesbury, Sask., died from burns suffered while trying, with others, to extinguish a prairie fire.

L. A. Blackwood, general manager, and J. M. Lynch, buyer, of the Miller-Morse Hardware Co., Winnipeg, have resigned to join the Merriek-Anderson Co.'s staff. C. G. Johnstone, of the Miller-Morse staff, has been promoted to fill Mr. Lynch's position, and G. E. Thompson has been appointed sales manager.



## Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the  
Canadian Hardware Journal

The Schultz Bros. Co., Ltd., Brantford, Ont., have recently issued a booklet descriptive of the "Schultz" line of games, novelties, and kitchen utensils sold through the hardware trade, such as shoo-fly rockers, teddy bear rockers, triangleo, parlor billiards, parlor pool, crokinole, card tables, lawn seats, lawn swings, verandah seats, washing machines, clothes bars, ironing boards, sleeve boards, pastry boards, bread boards, kitchen tables, kitchen cabinets, medicine cabinets, step ladder chairs, wheelbarrows. These goods are well known, and the illustrations and descriptions of them give a good idea of their appearance to those not already acquainted with them.

## New Goods on the Market

When writing to manufacturers kindly mention  
the Canadian Hardware Journal

There has long been a demand for an electric lantern similar in design to the standard coal oil lantern. There have been from time to time lanterns of this type offered to the trade, but invariably they have been too high in price and otherwise unsatisfactory. We illustrate a lantern just placed on the market by the Canadian Ever Ready Works, 90 Chestnut Street, Toronto. A real lantern—strong and durable, and designed to



sell at a reasonable price. This lantern takes a standard-size, three-cell Eveready "Tungsten" battery and four-volt Eveready mazda lamp. The Eveready people report that orders already received would indicate that the new lantern has been accepted and approved by the trade and the public.

The Canadian Ever Ready works are constantly getting out new and attractive advertising display matter. They are glad to supply it to any merchant handling their line, and will send it prepaid on receipt of post card request.

### A USEFUL CHRISTMAS GIFT

A. Harry Wolfe, Unity Bldg., Montreal, is putting out through the trade a decidedly novel outfit called "the khaki kit kitchen," for the use of the soldier and the sportsman. It is, as its name indicates, an individual cooking outfit, consisting of a sheet metal, khaki-covered case, 6½x7½ inches, which can be easily and conveniently slung over the shoulder with strap, or

attached with belt loops to fit all ordinary rank and file equipment. The case is interlined with asbestos and contains frying pan, kettle and combination drinking utensil. Even the "fire" is provided, a tin of "canned heat" sufficient to cook nine meals being part of the equipment.

This kitchen has the approval of the military authorities, and suggests to hardware dealers a means of interesting their local regiments to equip every man. It suggests, too, a Christmas present for persons having relations and friends enlisted for service; or, it may be, for sportsmen when out on camping trips. The outfit retails at \$5, and extra cans of heat may also be obtained when wanted. Mr. Wolfe solicits requests for samples and catalogues giving full details.

### FOR THE SHOOTER'S CHRISTMAS

In these days of efficiency, everyone is trying to connect the use of one article with that of another. "Find a way for greater co-operation," is the slogan of office, shop or store. Offices have efficiency forces and stores have men to see if articles usually sold individually cannot be sold together. Haberdashers and jewelers have several good combinations. Hardware dealers are also finding results in combinations.

One of their latest is a Du Pont hand trap and 100 clay targets packed in a holiday box. This should make a pleasing present to a shooter or a novice. All that is necessary for a shoot after such a box is received is a friend and a shotgun, he to throw the targets while you shoot, or vice versa. Be he either shooter or novice, plenty of pleasure and practice will result from such a gift.

### CANADIAN GALVANIZED STEEL SHEETS

The Dominion Sheet Metal Co., Ltd., Hamilton, Ont., have issued the following prices on their "Premier" galvanized steel sheets (f.o.b. Hamilton and Toronto): 10¾ oz., \$5.75; U.S. No. 28, \$5.50; No. 26, \$5.25; Nos. 22 and 24, \$5; Nos. 18 and 20, \$4.80; No. 16, galv., \$4.60; No. 14, galv., \$4.40. If less than 5 bdl. lots are ordered, 25 cents will be added.

### A SPLENDID RECORD

Of the Taylor-Forbes Co.'s (Guelph) staff, 117 men have enlisted for service at the Front. One of the young ladies in the office has resigned to train for a nurse.

### QUESTION BOX

**Castors.**—We will be glad to know where we can obtain castors such as are used on chairs, etc.—MANUFACTURER.

James Smart Mfg. Co., Brockville; Vokes Hardware Co., Toronto; Frank Schmidt, Berlin; National Hardware Co., Orillia.—Editor.

"The English volunteer troops are splendid. You can tell by certain earmarks where they come from. You can tell the miners of the Midlands, the mill hands of Manchester, the bookkeepers of London, the—"

"How do you tell them?" a young lady asked.

"Well," said Mr. Powell, "it's easy enough to tell, for example, the bookkeepers. Every time the bookkeepers are commanded to stand at ease they try to put their rifles behind their ears."



# How to Proportion Profit on Selling Price to Cost

*The method explained and a table given at the request of the Secretary of the Regina Branch of the Retail Merchants' Association.*

**T**HE question of the proper figuring of profits is one of the greatest importance to every retail dealer. More merchants are realizing this fact every day and are aiming to get such a grasp of the proper method as will prevent them from falling into the pitfalls that are bringing loss to so many dealers every year.

## Request from Dealers for Proper Method

This is shown by the following letter received from the secretary of the Regina Branch of the Retail Merchants' Association:

Retail merchants in this province are crying out for a proper cost-finding system, simple and practical, and showing how to proportion selling price to cost, that would be suitable for their line of business.

Several requests have come to the hand of the writer during the past few weeks for such a system. If you can assist us in this request we shall feel greatly indebted.

Yours truly,

REGINA BRANCH OF R. M. ASSO.,

Per A. M. WHITE, Secretary.

## Method of Reasoning It Out

Western merchants not only want the proper method, but they want a simple and rapid one. One of the questions that frequently puzzles dealers is how to proportion profit on selling price to cost. They know that to make 20 per cent. on the selling price they must add 25 per cent. to cost price, but they are rather uncertain as to the method of arriving at that fact except by frequent "tries." We will take 20 per cent. on selling price and follow the method of reasoning by which it is reduced to percentage on cost.

You want to make 20 per cent. on selling price or 20 cents on \$1.00.

Cost of article must, therefore, be 80c.

Therefore, figuring on cost:

On 80c. you make 20c.

On \$1.00 you make  $100 \times 20$

$\frac{80}{100}$ —equals 25c.

80

This equals 25 per cent.

Therefore 20 per cent. on selling price equals 25 per cent on cost.

If an article costs \$2.00 and you want to make 20

per cent. on the selling price, you must add 25 per cent to the cost price. The selling price is \$2.50—you make 50 cents or 20 per cent. on selling price.

## Another Sample Problem

To further illustrate the method, let us figure out another problem on profits. You have bought goods at \$4.50. You have found that your cost of doing business is, say, 19 per cent., and you want to make 6 per cent. net profit. The total per cent. you must make on the sales price is, therefore, 25 per cent. What will you have to add to the cost to make this?

If you made 25 per cent. on a dollar, goods would have to cost 75 cents. Figuring on cost:

On 75 cents you make 25c.

$100 \times 25$

On \$1.00 you make  $\frac{75}{100}$ —equals 33 1-3 c.

75

Therefore you will have to add 33 1-3 per cent. to cost (\$4.50), which equals \$1.50. The selling price would have to be \$6.00. If this is per dozen, the goods would have to sell at 50 cents each.

## Table Gives Rapid Method

It means a good deal of work for the merchant to have to figure out percentage on selling price to a percentage on cost basis each time he wants to mark any goods or ascertain if a certain line allows a sufficient

amount of profit. To simplify work in this regard we append a table that the dealer would do well to keep in a convenient position. It shows the percentage which should be added to gross cost to get a specified percentage on selling price.

It should always be borne in mind that cost means the gross cost and not merely the invoice price. You must know the exact cost of your goods laid down in the store ready for sale, with freight and other charges added. There is often a material difference between the invoice price and the actual cost of the goods which must be taken into consideration in figuring profits.

The accompanying table if kept at hand will allow the merchant in a moment's time to find out what he must add to the cost of his goods to make a certain percentage of profit.

## HOW TO PROPORTION PROFIT ON SELLING PRICE TO COST.

The Hardware Dealer's Rapid Method Table. To make:

5 p.c. on selling price add	5.263 to cost
6 p.c. on selling price add	6.383 to cost
7 p.c. on selling price add	7.527 to cost
8 p.c. on selling price add	8.696 to cost
9 p.c. on selling price add	9.89 to cost
10 p.c. on selling price add	11.11 to cost
11 p.c. on selling price add	12.36 to cost
12 p.c. on selling price add	13.63 to cost
13 p.c. on selling price add	14.94 to cost
14 p.c. on selling price add	16.27 to cost
15 p.c. on selling price add	17.64 to cost
16 p.c. on selling price add	19.04 to cost
17 p.c. on selling price add	20.48 to cost
18 p.c. on selling price add	21.95 to cost
19 p.c. on selling price add	23.45 to cost
20 p.c. on selling price add	25 to cost
22 p.c. on selling price add	28.2 to cost
24 p.c. on selling price add	31.58 to cost
25 p.c. on selling price add	33.33 to cost
28 p.c. on selling price add	38.9 to cost
30 p.c. on selling price add	42.85 to cost
33 1-3 p.c. on selling price add	48.42 to cost
35 p.c. on selling price add	53.846 to cost
40 p.c. on selling price add	66.67 to cost
50 p.c. on selling price add	100 to cost



## Market Situation

The cooler weather helped start a movement in winter goods. Country business showed up better, and quite a noticeable improvement is noted in city trade. Shortages were reported recently in basic steel.

The advent of the Christmas season has livened up retail trade, and the West at last seems coming back to its own. Reports from the larger centres between Winnipeg and the Rockies indicate that trading is better, and with the bountiful harvest as an impetus settlers from across the line are again wending their way to the Western plains.

Collections are improving, not rapidly, it is true, but surely, nevertheless. The outlook is ever so much better for 1916 than was the situation for the present year a year ago.

### Price Changes in November

Galvanized fencing went up 15 cents early in the month, followed by increasing costs of iron and steel. Iron and steel bars, horseshoe iron, sleigh shoe steel, toe calk steel, etc., have all advanced. Galvanized and black sheets advanced before the middle of the month, and sympathetically with them went black wrought iron pipe, hinges and butts, and black wire cloth. Roofing material and leather belting also went higher.

High ocean freight rates have added considerably to the cost of imported goods, and the development of the munitions industry has added to the costs of iron and steel. Steel products of practically all kinds are still on the upward trend. Among the most recent advances are nuts and bolts, wire nails, galvanized wire, and the basic metals—spelter, tin, copper and iron.

Towards the close of the month spades, shovels, copper wire, smooth wire, fence wire and staples, iron rivets, stove bolts, tire bolts, steel bars, cold rolled shafting and steel jack chain. These alone would make the month noteworthy, but the stiffer price tendency has affected the market in such a variety of ways and through so many ramifications that before the end of the year many items not yet listed, whose base is iron or steel, or in fact any metal, are bound to go higher. Already the U. S. has again advanced plain wire and wire products \$2 a ton.

Woodenware prices are revised, many of the lines being slated at higher prices. Oakum, pitch, felt, cotton twine, hemp and dry box twines and jute have advanced.

In paints and kindred lines advances are noted in gasoline, benzine, turpentine, linseed oil, and some of the basic colors, with the scarcity of some of these latter.

Paint makers who reduced prices on mixed paints may have to advance quotations again, as the higher prices of turps and oil and basic colors make it likely that the low quotations cannot stand for long.

### IMPORTANCE OF ZINC IN THE WAR

In considering the part played by zinc in war time it is only necessary to realize that brass is an alloy of copper and zinc, and to remember that every cartridge, whether for rifle or gun, needs a casing of brass. The making of brass is not, however, the only "munition" use of zinc. "Galvanized" (writes an expert in the London, Eng., "Standard") is a curiously misused

word in the metal trade that applies to many articles made of iron and covered with zinc. It seems to suggest an application of electricity. It is nothing of the kind. Silver is deposited on baser metals by electricity, as is well known. Forks and spoons are electroplated that way. Gold, and occasionally copper, are used in the same fashion, and several of the minor metals are recovered from their solutions by electrical means. When, however, we speak of galvanized iron we mean iron that has been run through troughs of melted zinc, so that a coating might be left over it.

Iron rusts easily, as everyone knows, especially when it is in contact with air or water. Zinc does not, so a thin film of zinc over an iron anchor chain, or a fence of barbed wire, or the corrugated roof of a farm shed gives it a far longer life than would happen to the perishable iron if it were bare to the elements. As the iron passes through the vats of melted zinc a little of its surface gets dissolved, so that the last parts of a vat are very impure, and the zinc is not easily recovered. Perhaps it may be worth while recovering it in these times of high prices, but in the times before the war the residues were sent to Germany for the casting of white metal toys. It is even said that Birmingham used some of it to make fantastic images, which found their way into remote parts of Africa, and were there worshipped as deities.

Enough has been said to show that zinc is one of the great munition metals, without which neither the Army nor the Navy could work with full efficiency. It is well, therefore, to look into the question of supply. As in the case of other metals we have no records of any reliability since those of 1913. In that year the principal producers of zinc were the United States, Germany, and Belgium. There was, however, a difference between the work of the United States and that of the two other countries which may have far-reaching effects as the war goes on. The United States smelts its own ores. Germany and Belgium have been in the habit of importing most of their raw material.

The greatest supply of this rough zinc ore has hitherto gone to Germany and Belgium from the Broken Hill mines in New South Wales, where, mainly owing to the high price of labor, it does not pay to smelt the ore. It pays better to send it to Belgium and to ship back the finished zinc. For the rest, France, Spain, and Great Britain produce a certain amount of zinc, but not enough, at any time, for their own needs. The general position at the present moment, may, therefore, be summed up in this way. Although the importation of Australian ore into Germany and Austria-Hungary is now stopped these countries have considerable supplies both of the calamine and the blende varieties in Silesia, Hungary, Carinthia, and the Tyrol.

Unfortunately for us there are three different methods of treating the ores, and our zinc smelting furnaces are not well adapted for dealing with Broken Hill concentrates. This is a pity, because there are at the present moment nearly 80,000 tons of this material, captured from enemy ships, lying idle in the country. We now draw the bulk of the metal we need from the United States. No one knows how far the strength of our Munition Minister may extend. Perhaps he has the zinc supply already in his mind. But it would be desirable to build works capable of operating with the Australian ores.

McLean & Hawes' hardware store at Mitchell, Ont., was damaged by fire a few days ago.



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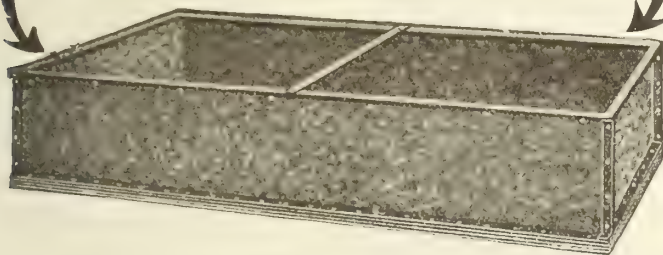
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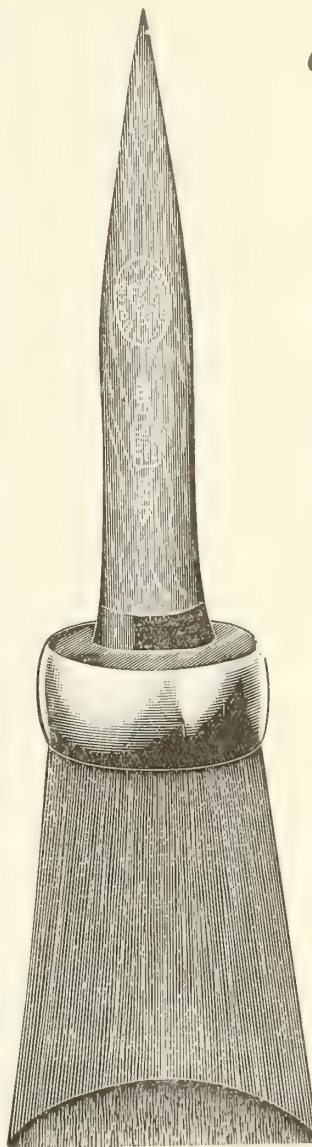
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Taylor-Forbes Co., Guelph.

**GRINDSTONES**

Richards-Wilcox Canadian Co., London.

**GRINDSTONE FIXTURES**

Taylor-Forbes Co., Guelph.

**GUNS AND RIFLES**

Remington U.M.C. Co., Windsor.

Ross Rifle Co., Quebec.

**HACK SAW BLADES**

E. C. Atkins &amp; Co., Hamilton.

Simonds Canada Saw Co., Montreal.

**HALTERS—Leather**

G. L. Griffith &amp; Son, Stratford.

**HAMMERS**

James Smart Mfg. Co., Brockville.

Stanley Rule &amp; Level Co., New Britain, Conn.

**HAMMOCKS**

Dominion Hammock Co., Dunnville.

Galt Robe &amp; Hammock Co., Galt.

**HANDLES—Door, Drawer and Store**

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

Canadian Yale &amp; Towne, Ltd., St. Catharines.

**HARNESSES AND BLANKETS**

Burlington Windsor Blanket Co., Toronto.

**HASPS AND LATCHES**

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

**HATCHETS**

James Smart Mfg. Co., Brockville.

**HAY KNIVES**

Welland Vale Mfg. Co., St. Catharines.

**HINGES**

Stanley Works, New Britain, Conn.

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.

**HINGES—Spring and Floor**

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn, N.Y.

Chicago Spring Butt Co., Chicago.

**HOCKEY PUCKS**

The Goodyear Tire &amp; Rubber Co., of Canada, Limited, Toronto.

**HOES**

Welland Vale Mfg. Co., St. Catharines.

**HORSE SHOES AND NAILS**

Steel Co. of Canada, Hamilton.

**HORSESHOE CALKS**

Steel Co. of Canada, Hamilton.

**HOSE REELS**

Gutta Percha &amp; Rubber, Ltd., Toronto.

Hooks—Coat and Hat, Kitchen

Steel Co. of Canada, Hamilton.

Taylor-Forbes Co., Guelph.

**HOOKS AND EYES**

Steel Co. of Canada, Hamilton.

Stanley Works, New Britain, Conn.

**ICE SHAVES**

McClary Mfg. Co., London.

North Bros. Mfg. Co., Philadelphia.

**ICE PICKS**

Stanley Rule &amp; Level Co., New Britain, Conn.

**ICE CREAM FREEZERS**

McClary Mfg. Co., London.

North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

Wm. Cane &amp; Sons, Newmarket.

**ICE BOXES AND CHESTS**

E. T. Wright Co., Ltd., Hamilton.

McClary Mfg. Co., London.

**INJECTORS—Automatic**

James Morrison Brass Mfg. Co., Toronto.

**INGOT METALS**

M. &amp; L. Samuel, Benjamin &amp; Co., Toronto.

Canada Metal Co., Toronto.

Ironing and Bake Boards

Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

**JACK CHAIN**

Steel Co. of Canada, Ltd., Hamilton.

Ontario Lantern &amp; Lamp Co., Hamilton.

**JOIST HANGERS**

Taylor-Forbes Co., Guelph.

**KITCHEN CABINETS**

E. T. Wright Co., Ltd., Hamilton.

**KITCHEN WOODENWARE**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

Knives—Planer, Paper-cutting

Simonds Canada Saw Co., Montreal.

Henry Disston &amp; Sons, Toronto.

**LADDERS**

Stratford Mfg. Co., Stratford.

McFarlane Ladder Co., Toronto.

**LADDERS—Store**

James Morrison Brass Mfg. Co., Toronto.

Milbradt Mfg. Co., St. Louis, Mo.

**LAMPS AND BURNERS**

Ontario Lantern &amp; Lamp Co., Hamilton.

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

**LANTERNS**

Thos. Davidson Mfg. Co., Montreal.

Ontario Lantern &amp; Lamp Co., Hamilton.

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

**LATCHES**

Richards-Wilcox Canadian Co., London.

Taylor-Forbes Co., Guelph.

Bommer Brothers, Brooklyn.

**LAUNDEY TUBS**

James Morrison Brass Mfg. Co., Toronto.

**LAVATORIES**

James Morrison Brass Mfg. Co., Toronto.

Canada Metal Co., Toronto.

Steel Trough &amp; Machine Co., Tweed.

**LAWN FENCING**

B. Greening Wire Co., Hamilton.

**LAWN HOSE**

Gutta Percha &amp; Rubber, Ltd., Toronto.

**LAWN SEATS AND SWINGS**

Stratford Mfg. Co., Stratford.

**LAWN MOWERS**

Maxwells, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

**LAWN SPRINKLERS**

James Morrison Brass Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

Gutta Percha &amp; Rubber, Ltd., Toronto.

**LEAD PIPE**

Canada Metal Co., Toronto.

Steel Co. of Canada, Hamilton.

**LETTER BOXES**

Taylor-Forbes Co., Guelph.

**LEVELS**

Stanley Rule &amp; Level Co., New Britain, Conn.

**LINESEED OIL**

Sherwin-Williams Co., Montreal.

Sanderson Pearcey &amp; Co., Toronto.

Canada Paint Co., Montreal.

**LITHOGRAPHED TIN BOXES**

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

**LOCKS, KNOBS, ETC.**

National Hardware Co., Orillia.

Taylor-Forbes Co., Guelph.

Canadian Yale &amp; Towne, Ltd., St. Catharines.

Springer Lock Mfg. Co., Belleville.

**MACHINE KNIVES**



**METAL LATHS**

Pedlar People, Ottawa.  
Metallic Roofing Co., Toronto.  
Metal Shingle & Siding Company,  
Preston.

**MIRRORS**

Toronto Plate Glass Imp. Co., To-  
ronto.  
Kinsinger & Bruce Co., Niagara  
Falls.

**MITRE BOXES**

Stanley Rule & Level Co., New  
Britain, Conn.  
E. C. Atkins & Co., Hamilton.

**MOPS, MOP-CLOTHS**

Channell Chemical Co., Toronto.

**MOP WRINGERS**

Wm. Cane & Sons Co., Newmarket.

**MORTAR COLORES**

Manton Bros., Toronto.  
Sanderson Percy & Co., Toronto.

**MOTOR BOAT SUPPLIES**

Canadian Fairbanks-Morse Co.,  
Montreal.

**NAILS (Cut)**

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**NAILS (Wire)**

H. S. Howland, Sons & Co., To-  
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Laidlaw Bale-Tie Co., Hamilton.  
Parmenter Bulloch Co., Gananoque.  
Steel Co. of Canada, Ltd., Hamil-  
ton.

**OAKUM**

A. Ramsay & Son Co., Montreal.  
Seythess & Co., Toronto.  
James Morrison Brass Mfg. Co.,  
Toronto.

**OILS—Linseed and Boiled**  
Canada Linseed Oil Mills, Mont-  
real and Toronto.

**OILS—Varnish**  
Canada Linseed Oil Mills, Mont-  
real and Toronto.

**OIL AND GASOLINE TANKS**  
Steel Trough & Machine Co.,  
Tweed.

Thos. Davidson Mfg. Co., Mont-  
real.  
Sheet Metal Products Co., Toron-  
to.

**OIL STOVES AND HEATERS**  
Bowes, Jamieson, Ltd., Hamilton.  
Imperial Oil Co., Toronto.  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

James Stewart Mfg. Co., Wood-  
stock.

**OIL STORAGE SYSTEMS**  
S. F. Bowser & Co., Toronto.  
Wayne Oil Tank & Pump Co.,  
Woodstock.

**OILERS—Engine and Machine**  
Thos. Davidson Mfg. Co., Mont-  
real.

McClary Mfg. Co., London.  
Sheet Metal Products Co., Toron-  
to.

E. T. Wright Co., Ltd., Hamilton.  
**OILED CLOTHING**  
Seythess & Co., Toronto.

**OIL CLOTHS**  
Dominion Oil Cloth Co., Montreal.

**OIL CANS**  
E. T. Wright Co., Ltd., Hamilton.

**OILY WASTE CANS**  
James Morrison Brass Mfg. Co.,  
Toronto.  
Metal Shingle & Siding Co., Pres-  
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E. T. Wright Co., Ltd., Hamilton.  
Sheet Metal Products Co., Toron-  
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Benj. Moore & Co., West Toronto.  
Pratt & Lambert, Buffalo.  
Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.  
Sanderson Percy & Co., Toronto.  
Sherwin-Williams Co., Montreal.

**PAINT SPRAYING MACHINES**  
A. Ramsay & Son Co., Montreal.  
**PAINTERS' TRETTLES**  
Stratford Mfg. Co., Stratford.

A. Ramsay & Son Co., Montreal.  
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Berlin.

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Taylor-Forbes Co., Guelph.

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**SANDPAPER**

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Sanderson Percy & Co., Toronto.

**SAND SCREEN**

Canada Wire & Iron Goods Co.,  
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**SANITARY CLOSETS**

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Tweed.

**SAP SPOUTS AND BUCKETS**  
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McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

**SASH CENTERS**

Taylor-Forbes Co., Guelph.

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**SASH PINS**

Steel Co. of Canada, Ltd., Hamil-  
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**SASH WEIGHT—Lead**

Canada Metal Co., Toronto.

**SAWS**

E. C. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Mont-  
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**SAW SETS**  
Taylor-Forbes Co., Guelph.

Simonds Canada Saw Co., Mont-  
real.

Henry Disston & Sons, Toronto.

E. C. Atkins & Co., Hamilton.

Canadian Fairbanks-Morse Co.,  
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Burrow, Stewart & Milne, Hamil-  
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**SCRAPERS**

Stanley Rule & Level Co., New  
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Meaford Wheelbarrow Co., Mea-  
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Taylor, Forbes Co., Guelph.

**SCREEN AND STORM DOOR**  
LATCH

Taylor-Forbes Co., Guelph.

**SCREEN CLOTH**  
B. Greening Wire Mfg. Co., Hamil-  
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**SCREEN DOOR SEFS**  
Stanley Works, New Britain,  
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Taylor-Forbes Co., Guelph.

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**SCREWS**

P. L. Robertson Mfg. Co., Milton.

Steel Co. of Canada, Hamilton.

**SCREWS—Bench and Jack**  
Taylor-Forbes Co., Guelph.

**SCREW CLAMPS—Adjustable**  
Taylor-Forbes Co., Guelph.

**SCREW DRIVERS**  
Henry Disston & Sons, Toronto.

North Bros. Mfg. Co., Philadel-  
phia.

Stanley Rule & Level Co., New  
Britain, Conn.

**SCYTHES AND HAY KNIVES**  
Welland Vale Mfg. Co., St. Cath-  
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**SHEET METAL SPECIALTIES**  
E. T. Wright Co., Ltd., Hamilton.

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Walker Bin & Store Fixture Co.,  
Berlin.

**SHOT**  
Steel Co. of Canada, Hamilton.

**SHOTGUNS—Repeating**  
Remington Arms U.M.C. Co.,  
Windsor.

**SHOT SHELLS**  
Remington Arms U.M.C. Co.,  
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**SILVERWARE**  
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**SKATE STRAPS**  
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**SNOW SHOVELS**  
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**SOLDER**  
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**SOLDERING IRONS**  
Brown-Boggs Co., Hamilton.

**SPIKES**  
Steel Co. of Canada, Hamilton.

**SPONGES**  
A. Ramsay & Son Co., Montreal.

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**SPORTING GOODS**  
Dominion Cartridge Co., Mont-  
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**SPOONS AND FORKS—Tin**  
Thos. Davidson Mfg. Co., Mont-  
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**SPRATERS**  
Sherwin-Williams Co., Montreal.

**Sheet Metal Products Co., Toron-  
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**Canadian Fairbanks-Morse Co.,  
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**Specialty Mfg. Co., Grimsby.**

**SPRINGS AND AXLES**  
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**Taylor-Forbes Co., Guelph.**

**SPRING HINGES**  
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**Chicago Spring Butt Co., Chicago.**

**SPRINKLERS—Automatic, Fire**  
James Morrison Brass Mfg. Co.,  
Toronto.

**SPRINKLERS—Lawn**  
Taylor-Forbes Co., Guelph.

**James Morrison Brass Mfg. Co.,  
Toronto.**

**SQUARES—Try and Mitre**  
Stanley Rule & Level Co., New  
Britain, Conn.

**STALLS, STANCHIONS, AND  
COW-BOWLS—Metal**  
Metal Shingle & Siding Co., Pres-  
ton.

**Steel Trough & Mfg. Co., Tweed.**

**Beatty Bros., Fergus.**

**STAPLES**  
Steel Co. of Canada, Hamilton.

**Canada Steel Goods Co., Hamilton.**

**Laidlaw Bale-Tie Co., Hamilton.**

**STEEL RULES—Machinists'**  
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**STEP LADDERS**  
Stratford Mfg. Co., Stratford.

**Otterville Mfg. Co., Otterville.**

**STOVES AND RANGES**  
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**Clare Bros. & Co., Preston.**

**Thos. Davidson Mfg. Co., Montreal.**

**Enterprise Foundry Co., Sackville.**

**N.B.**  
Gurney Foundry Co., Toronto.

**Hamilton Stove & Heater Co.,  
Hamilton.**

**Kir-Ben, Ltd., Almonte.**

**McClary Mfg. Co., London.**

**D. Moore Co., Hamilton.**

**Jas. Smart Mfg. Co., Brockville.**

**Jas. Stewart Mfg. Co., Woodstock.**

**STOVE BOARDS**  
McClary Mfg. Co., London.

**Sheet Metal Products Co., To-  
ronto.**

**E. T. Wright & Co., Hamilton.**

**Gurney Foundry Co., Toronto.**

**Thos. Davidson Mfg. Co., Mont-  
real.**



## After the Shutters are Up

According to an exchange, a young man who had not been married long, remarked at the dinner table the other day:

"My dear, I wish you could make bread such as mother used to make."

The bride smiled, and answered in a voice that did not tremble:

"Well, dear, I wish you could make the dough that father used to make."

\* \* \*

Brudder Johnston was a pompous negro who took an active part in church work. One night the preacher said: "Brudder Johnson, will you lead us in prayah?"

"Ah'm sorry to disappoint de Lawd to-night, pah-son," replied Brudder Johnson, "but Ah has a cold on mah chest."

\* \* \*

A gentleman farmer tells of a city lad who once worked for him.

The lad was called one winter morning before dawn and told to harness the mule to the dearborn.

The lad was too lazy to light a lantern, and in the dark he didn't notice that one of the cows was in the stable with the mule. The farmer, impatient at the long delay, shouted from the house:

"Billy! Billy! What are you doing?"

"I can't get the collar over the mule's head," yelled back the boy. "His ears are frozen."

"The manager of my store," declared the merchant to a little coterie of friends, "is a peculiar genius. Why, would you believe it, when he draws his weekly salary he keeps out only \$1 for spending money and sends the rest to his wife in Toronto!"

His listeners—with one exception, who sat silent and reflective—gave vent to loud murmurs of wonder and admiration.

"Now, it may sound thin," added the speaker, "but it is true, nevertheless."

"Oh, I don't doubt it at all!" quickly rejoined the quiet one; "I was wondering what he does with the dollar!"

\* \* \*

### Slight Misunderstanding

There is a proprietor of a shop in the city, a man of most excitable temperament, who is forever scolding his clerks for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer, "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on his clerk, he said to the customer:

"We have plenty in reserve, ma'am; plenty downstairs."

Whereupon the customer looked dazed, and then to the amazement of the proprietor, burst into hysterical laughter and quit the shop.

"What did she say to you?" demanded the proprietor of the clerk.

"We haven't had any rain lately," replied the clerk, grinning.

## Hardware Window Dressing

*Sent post paid for \$2.50*

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

For sale or exchange, hardware and implement business in Thamesville, established fourteen years; turnover \$25,000 per annum. Property, \$2,300. Stock, invoice prices. Reason for selling, going West. W. J. Weller, Thamesville, Ont. dj

WANTED to hear from the owner of a good hardware store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 9/5/3

MULTIGRAPHING—We are now in position to supply any of our clients with excellent multigraph work at lowest cost. The Commercial Press, Limited, 32 Colborne St., Toronto. tf.

PRINTING—Circulars, letterheads and other job printing; prices moderate; work first class. The Commercial Press, Limited, Toronto. tf.

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BRAND  
WINDOW  
GLASS



GLASS  
BENDERS  
TO  
THE  
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror  
and Ornamental Glass

TORONTO



# The Finest Saw in the World



**ATKINS No. 400.** Made of Sterling Steel—as fine as razor steel. Taper Ground, for clearance. Mirror Finish. Rosewood Handle. Silverplated Screws. One in a Handsome Gloss Finished Box. No other manufacturer has attempted to make as fine a Saw.

## INCREASE YOUR SAW PROFITS

Sell Atkins Sterling Saws. A full range of prices—but all the very best value. We are the people that *Help You to Sell*. Use our Advertising Service and Our Money Back Guarantee and watch your business grow.

## E. C. ATKINS & CO.

*Makers of Sterling Saws*

Factory: Hamilton, Ontario

U.S. Factory: Indianapolis, Ind.

Vancouver Branch: 109 Powell Street

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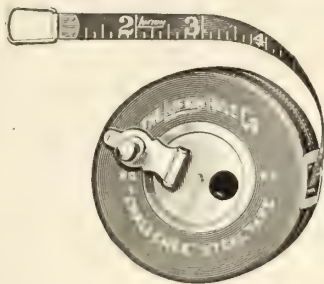
### T

Toronto Plate Glass Impt. Co. .... 53

### W

Wayne Oil, Tank & Pump Co. .... 49  
Western Clock Co. .... 18  
Wolfe Co., H. A. .... 11  
Wright Co., E. T. .... 12





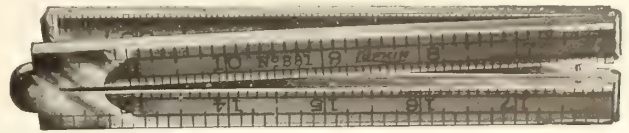
# LUFKIN MEASURING TAPES and RULES

**WILL SELL WELL**

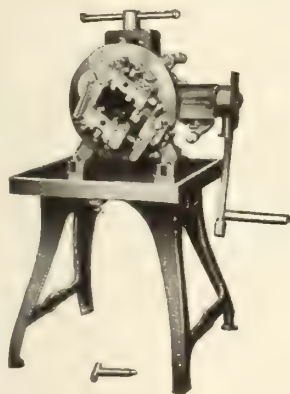
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—**THEY WILL MOVE.** Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

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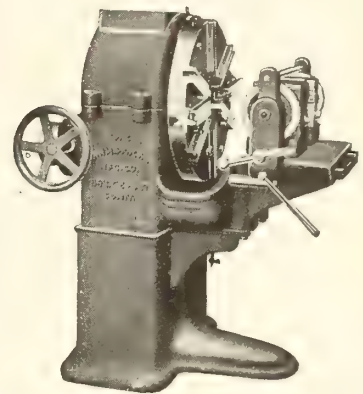


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PIPE THREADING  
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¶ Are you influenced by public opinion?

¶ A manufacturer may spend thousands of dollars annually on national advertising; he may make a good product consistently, so that in time his "goodwill" is one of his most valuable assets. And "goodwill" is nothing but the public opinion of him, his goods and his business methods.

¶ Having moulded public opinion by this expenditure of money and effort, the manufacturer is ever on guard against anything being done, or left undone, to destroy that confidence.

¶ That multiplication of individuals called "the public" realize these things, too. They prefer buying the product of a manufacturer with whose name they are familiar, because they feel he has "established credit" with them. They are willing to take much for granted, which they would not do were the manufacturer's name less familiar to them.

¶ The name "Goodyear" is more than nationally known—it is well known in nearly every part of the world. To accomplish this, fortunes have been spent in advertising; years have been devoted to the improvement of every rubber product Goodyear makes; ceaseless vigilance has been exercised to make sure that everything bearing the name of the Goodyear Company was the best that men could make.

¶ You will do well, next year, to tell your customers you sell **Goodyear Garden Hose**—instead of just "garden hose."

¶ They know the name "Goodyear."

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